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POCKET GUIDE

to the

CHICAGO MARKET

1986

Prepared by—

Chicago Sun-Times

NEWS GROUP CHICAGO, INC.

During an average day in CHICAGO

Retail sales total more than $110,800,000

Manufacturers produce more than $371,000,000

Wholesale receipts account for $470,500,000

Service establishments bill $56,600,000

More than 119,500 persons leave or enter by air

Railroads bring 139,000 persons to Chicago

Buses carry 138,300 passengers to Chicago

More than 22,000 visitors, spending $254.67 each, visit Chicago

More than 3,528,000 workers earn an average of $94.00 per household—52% greater than the national average

SOURCES:
CHICAGO ASSOCIATION OF COMMERCE AND INDUSTRY;
CHICAGO CONVENTION AND TOURISM BUREAU.

A Pocket Guide to Help You Know

THE CHICAGO MARKET

Market Information

CHICAGO SUN-TIMES

Available . . . . . .

TO HELP YOU

REACH CHICAGO HOMES

EFFICIENTLY . . . PROFITABLY

SMRB CHICAGO -- a comprehensive survey of the Chicago ADI providing detailed information on the market's demographics, media and product usage, shopping habits and newspaper readership.

GROCERY ROUTE LIST -- location of nearly 4,200 food stores arranged in optimized routing for 77 city areas and 257 suburban towns. Each store classified by affiliation.

DRUG STORE ROUTE LIST -- location of over 1,900 drug stores arranged in optimized routing for 77 city areas and 220 suburban towns. Each store classified by affiliation.

CENSUS DATA PACKET -- basic statistics of interest to marketers, compiled from the U.S. Census for 77 Community Areas within the city and all major suburban localities in the metropolitan market.

SHOPPING CENTER DIRECTORY -- listing of 461 shopping centers classified into three categories: (1) those centers with two or more major department stores; (2) those centers with one major department store; and (3) all others having five or more tenants. Additional sections include Chicago Area Shopping Centers' tenants listed by shopping center location; a listing of discount and family center stores; demographic analyses of selected shopping centers' customers and a brief demographic/business analysis of the Chicago area.

MAJOR DISTRIBUTORS OF FOOD PRODUCTS -- directory of corporate chains, wholesalers, voluntary groups, department stores and outstanding independents serving the local food industry.

Ask your representative from

the CHICAGO SUN-TIMES

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SEPT.	39	21	22	23	24	25	26	27
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	42	12	13	14	15	16	17	18
OCT.	43	19	20	21	22	23	24	25
	44	26	27	28	29	30	31	1
	45	2	3	4	5	6	7	8
	46	9	10	11	12	13	14	15
NOV.	47	16	17	18	19	20	21	22
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Section One:

UNDERSTANDING AND DEFINING THE CHICAGO MARKET

Chicago, Illinois is the third largest city in the United States and has grown to a point where it is now the nation's leading industrial and transportation center. Located at the northeast corner of Illinois on the Chicago River at the base of Lake Michigan, Chicago has long been a commercial and industrial center. Indians settled the area before Europeans explored Illinois. The French established settlements in the late 1600's and by 1803, the United States Government had established a key military fort at the mouth of the Chicago River.

From the time of the city's incorporation in 1837, the Chicago Area has been known as a location for excellent employment opportunities. Chicago's earliest growth prior to the Fire of 1871 centered on the establishment of the Union Stock Yards which developed as a mecca for agricultural commerce in the United States. Many European immigrants settled in Chicago and were employed in this industry.

Following the Chicago Fire, the Chicago Area developed as a center for heavy industrial production. Iron and steel mills were established in 1875 along the Calumet River. By 1900, Chicago had established itself as a major industrial center. In 1906, United States Steel chose Gary, Indiana (just south and east of Chicago) as the site of its mill. As a result, by 1920, the Chicago Area became the nation's leading industrial center. The great influx of both immigrant and transient population at this time was a direct result of this industrial development.

Today, Chicago ranks as the transportation hub of the country. For example, only Texas, a state nearly five times the area of Illinois, has more track. The Chicago Area ships more tonnage of manufactured goods by rail than any other production center in the country. Chicago's eighteen trunk lines operate half of the nation's railway mileage and move 37,000 freight cars per day out of the city.

The Chicago Area ranks second nationwide in registered trucks. In this region there are approximately 2,000 trucking and warehousing firms, the highest total for any metropolitan area. Metropolitan Chicago ships 38 million tons of manufactured products each year by truck. Even though Illinois only ranks 24th in geographic size, it ranks third in the total miles of surface roads. Illinois has more miles of surface roads than all states with the exception of California and Texas. It also has the third highest total mileage of interstate roads in the country.

Shipping can traverse in two directions through the port of Chicago; northeast through the Great Lakes-St. Lawrence Seaway and south through the Illinois and Mississippi Rivers. Ships and barges carry 72 million tons of cargo in and out of the Metropolitan Area.

The strategic central location of Chicago's O'Hare Field has placed Chicago at the center of commercial air activity. On the average, more than 48 million passengers pass through Chicago every year. There are 983,400 scheduled plane movements at Chicago's airports. These figures rank Chicago as the busiest commercial air center. O'Hare Field handles more freight and mail than any other airport in the country. Chicago's value of import and export air shipments exceed those of any inland facility in the United States.

In order to understand more fully the statistical nature of the Chicago Area, it is important to be familiar with the six most widely accepted area descriptions:

1. City of Chicago - the 228.1 square miles of Cook County which contain 2,963,500 people within its incorporated boundaries.

2. The Northeastern Illinois Counties Area (NICA) - Cook, DuPage, Kane, Lake, McHenry and Will Counties in Illinois.

3. City and Retail Trading Zone (C & RTZ) - The NICA plus Lake County in Indiana.

4. The Primary Market Area (PMA) - The NICA and the Gary-Hammond, Indiana PMSA.

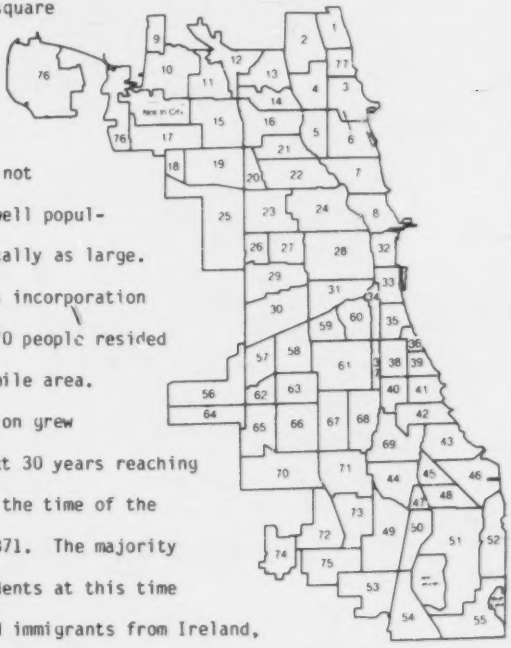
5. Chicago-Gary-Lake County Consolidated Metropolitan Statistical Area (CMSA) - The PMA plus Grundy and Kendall Counties in Illinois and Kenosha County in Wisconsin.

6. Chicago Area of Dominant Influence (ADI) - The Chicago-Gary-Lake County CMSA plus seven counties in Illinois and Indiana.

SOURCES: Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis. Chicago: University of Chicago Press, 1969;
Chicago Association of Commerce and Industry;
U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

CITY OF CHICAGO

Currently, there are 2,963,500 people living within the 228.1 square miles of incorporated Chicago. However, Chicago has not always been that well populated or geographically as large. At the time of its incorporation in 1837, only 4,170 people resided in a 10.2 square mile area. Chicago's population grew rapidly in the next 30 years reaching nearly 300,000 by the time of the Chicago Fire in 1871. The majority of Chicago's residents at this time were newly arrived immigrants from Ireland, Germany and the Scandinavian countries. After 1871, Chicago became a focal point for the mass immigration of Eastern Europeans, soon followed by new arrivals from Italy and Germany. In the years prior to World War I, many Russians came to Chicago after much civil unrest in their home country. By World War I, these new arrivals in combination with blacks who migrated from the Southern United States helped to make Chicago a large multiracial and ethnic city of 2,700,000 people. In addition, the physical size of the city increased immensely during this 80 year period. In 1889, Chicago annexed the four adjacent communities of Jefferson, Lake View, Lake and Hyde Park. These acquisitions alone increased the physical size of the city by a factor of four.



CHICAGO COMMUNITY AREAS

Number	Name	Number	Name
1	Rogers Park	39	Kenwood
2	West Ridge	40	Washington Park
3	Uptown	41	Hyde Park
4	Lincoln Square	42	Woodlawn
5	North Center	43	South Shore
6	Lake View	44	Chatham
7	Lincoln Park	45	Avalon Park
8	Near North Side	46	South Chicago
9	Edison Park	47	Burnside
10	Norwood Park	48	Calumet Heights
11	Jefferson Park	49	Roseland
12	Forest Glen	50	Pullman
13	North Park	51	South Deering
14	Albany Park	52	East Side
15	Portage Park	53	West Pullman
16	Irving Park	54	Riverdale
17	Dunning	55	Hegewisch
18	Montclare	56	Garfield Ridge
19	Belmont Cragin	57	Archer Heights
20	Hermosa	58	Brighton Park
21	Avondale	59	McKinley Park
22	Logan Square	60	Bridgeport
23	Humboldt Park	61	New City
24	West Town	62	West Elsdon
25	Austin	63	Gage Park
26	West Garfield Park	64	Clearing
27	East Garfield Park	65	West Lawn
28	Near West Side	66	Chicago Lawn
29	North Lawndale	67	West Englewood
30	South Lawndale	68	Englewood
31	Lower West Side	69	Gtr. Grand Crossing
32	Loop	70	Ashburn
33	Near South Side	71	Auburn Gresham
34	Armour Square	72	Beverly
35	Douglas	73	Washington Heights
36	Oakland	74	Mount Greenwood
37	Fuller Park	75	Morgan Park
38	Grand Boulevard	76	O'Hare
		77	Edgewater

For research purposes, the City of Chicago has been subdivided into 77 "Community Areas" ranging in population size from Burnside (3,942) to Austin (138,026). Each of these areas has an evolving character and a local history of its own. Some were independent villages annexed by the growing city; some had strong ethnic and national origins and some had distinctive land-use patterns. Originally, each Community Area represented a definite neighborhood, but with urban change they are now regarded as standardized reportage units with an average population of 39,000.

Statistics for each Community Area have been compiled regularly since the Census of 1930. Community Areas are further subdivided into census tracts, of which there are 878 in Chicago.

SOURCES: Local Community Fact Book Chicago Metropolitan Area 1980. Chicago: Chicago Fact Book Consortium, 1984;
Mayer, Harold M. and Wade, Richard C., Chicago-Growth of a Metropolis, Chicago: University of Chicago Press, 1969;
City of Chicago Department of Planning, City and Community Development;
Sales Management - 1985 Survey of Buying Power Estimates;
U.S. Census - 1980.

Selected Demographic Statistics

CHICAGO

TOTAL POPULATION - 1984	2,963,500
Under 18	788,291
18-24	367,474
25-34	521,576
35-49	506,758
50 and Over	779,401
OCCUPIED HOUSING UNITS - 1983	1,046,000*
Owner Occupied	411,700
Renter Occupied	634,200
UNITS IN STRUCTURE - 1983	
Total Year Round Housing Units	1,153,700
1 Unit in Structure	288,200
2-4 Units in Structure	420,300
5 or More Units in Structure	444,800
Mobile Homes or Trailer	400
YEAR STRUCTURE BUILT - 1983	
Year Round Housing Units	1,153,700*
April 1970 or Later	61,100
1965 to March, 1970	58,400
1960-1964	64,900
1950-1959	118,000
1940-1949	62,800
1939 or Earlier	788,700
EFFECTIVE BUYING INCOME - 1983	
Total Households	1,102,400
$0 - $9,999	246,937
$10,000 - $19,999	228,197
$20,000 - $34,999	303,160
$35,000 - $49,999	189,613
$50,000 and Over	134,493
Average Household Effective Buying Income	$27,501
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	1,235,865
Agriculture, Forestry, Fisheries, Mining	4,077
Construction	37,692
Manufacturing - Nondurable Goods	119,867
Manufacturing - Durable Goods	209,087
Transportation	79,411
Communications, Other Public Utilities	31,276
Wholesale Trade	53,157
Retail Trade	176,927
Finance, Insurance, Real Estate	100,052
Business and Repair Services	59,709
Personal, Entertainment & Recreation Services	44,026
Health Services	102,725
Educational Services	86,422
Other Professional & Related Services	59,440
Public Administration	71,997
RETAIL SALES (000) - 1984	$12,056,363
Food (000)	2,365,928
Eating and Drinking Places (000)	1,441,989
General Merchandise (000)	1,374,450
Furniture, Home Furnishings and Appliances (000)	671,998
Automotive (000)	1,474,915
Drug Stores (000)	718,885
Other (000)	4,008,198

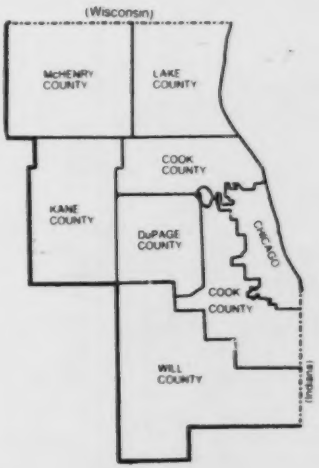
* Total does not equal sum of the parts due to roundings.

SOURCES: Sales Management - 1985 Survey of Buying Power Estimates.
U.S. Department of Commerce - Bureau of the Census - Annual Housing Survey - 1983.

NORTHEASTERN ILLINOIS COUNTIES AREA

The Uni ed States Bureau of the Census had established prior to 1983, the Chicago Standard Metropolitan Statistical Area (SMSA) to enable federal agencies to gather metropolitan data on a coordinated basis. However, in 1983, the United States Office of Management and Budget revised its definitions of the nation's metropolitan statistical areas. Therefore, in order to reduce the confusion created by these changes, the Northeastern Illinois Planning Commission has created the term "Northeastern Illinois Counties Area" (NICA) to include the same geography as the Chicago SMSA. Originally, the Chicago SMSA included Cook, DuPage, Kane, Lake and Will Counties in Illinois and Lake County in Indiana. In 1959, McHenry County was added to the Chicago SMSA and Lake County, Indiana was deleted in order to form in combination with Porter County the Gary-Hammond-East Chicago SMSA*. The six Illinois counties which comprise the NICA contain an area of 3,724 square miles extending from the Indiana state line to the Wisconsin state line including the City of Chicago and 205 suburban municipalities of 2,500 or more population.

Counties	Population
Cook	5,164,000
DuPage	728,400
Kane	299,000
Lake	470,500
McHenry	164,500
Will	350,200
NICA	7,176,600



* Now called the Gary-Hammond PMSA.

SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates;
Northeastern Illinois Planning Commission.

Selected Demographic Statistics

NORTHEASTERN ILLINOIS COUNTIES AREA

TOTAL POPULATION - 1984	7,176,600
Male	3,472,846
Female	3,703,754
Under 18	1,920,602
18-34	2,127,929
35-54	1,696,272
55-64	670,917
65 and Over	760,880
HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD - 1984	
Total Households	2,575,300
Under 25	155,057
25-34	620,257
35-44	520,783
45-54	409,843
55-64	412,177
65 and Over	457,183
SIZE OF HOUSEHOLDS - 1984	
Total Households	2,575,300
1 Person Unit	666,473
2 Person Unit	726,379
3 Person Unit	438,624
4 Person Unit	391,451
5 Person Unit	200,892
6 Person Unit or More	151,481
Average Household Size	2.79
EFFECTIVE BUYING INCOME - 1984	
Total Households	2,575,300
$0 - $9,999	355,185
$10,000 - $19,999	416,518
$20,000 - $24,999	225,042
$25,000 - $34,999	464,715
$35,000 - $49,999	591,701
$50,000 and Over	522,139
Average Household Effective Buying Income	$34,676
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,238,886
Agriculture, Forestry, Fisheries, Mining	22,432
Construction	137,406
Manufacturing - Nondurable Goods	294,352
Manufacturing - Durable Goods	564,693
Transportation	191,513
Communications, Other Public Utilities	83,060
Wholesale Trade	165,793
Retail Trade	515,362
Finance, Insurance, Real Estate	249,488
Business and Repair Services	163,613
Personal, Entertainment & Recreation Services	102,908
Health Services	238,133
Educational Services	231,407
Other Professional & Related Services	146,556
Public Administration	132,170

(Continued)

Selected Demographic Statistics

NORTHEASTERN ILLINOIS COUNTIES AREA

(Continued)

TOTAL RETAIL SALES (000) - 1984		$38,659,199
Total Food Stores (000)		6,720,251
Supermarkets (000)	6,190,423	
Eating and Drinking Places (000)		3,663,065
General Merchandise Stores (000)		4,570,910
Department Stores (000)	4,064,160	
Apparel and Accessories Stores (000)		2,748,266
Furniture/Home Furnishings/Appliance Stores (000)		1,946,299
Furniture and Home Furnishings Only (000)	1,059,159	
Automotive Dealers (000)		7,625,481
Gasoline Service Stations (000)		2,829,229
Building Materials and Hardware Dealers (000)		1,546,902
Drug Stores (000)		1,880,875
Other (000)		5,127,921

PROJECTIONS - December 31, 1989

Population	7,230,500
Households	2,651,000
Average Household Effective Buying Income	$55,380
Total Retail Sales (000)	$57,369,334
Total Retail Sales per Household	$21,641

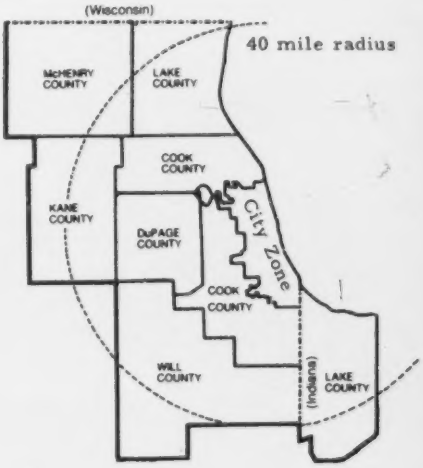
SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

CITY AND RETAIL TRADING ZONE

The "City and Retail Trading Zone" is a geographically delineated area developed by newspapers in conjunction with the Audit Bureau of Circulations in order to analyze local newspaper circulation patterns. The "city zone" is comprised of the incorporated municipality in which the newspaper is located as well as selected suburban communities adjacent to the central city. The "retail trading zone" consists of the MSA portion not included in the "city zone" as well as selected counties immediately adjacent to the MSA. The Chicago "city zone" includes the corporate City of Chicago plus the Village of Oak Park. The Chicago "retail trading zone" encompasses the remainder of the NICA and Lake County, Indiana.

In September 1983, the publishers of the Chicago two major newspapers decided to use the Primary Market Area rather than the C & RTZ as the geographic measure of Chicago's newspaper circulation.

Counties	Households
Cook	1,887,700
DuPage	259,300
Kane	104,000
Lake (IL)	154,600
McHenry	56,600
Will	113,100
Lake (IN)	172,900
C & RTZ	2,748,200



SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

CHICAGO CITY AND RETAIL TRADING ZONE

TOTAL POPULATION - 1984	7,683,200
Male	3,719,099
Female	3,964,101
Under 18	2,070,620
18-34	2,271,524
35-54	1,812,595
55-64	720,255
65 and Over	808,206
HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD - 1984	
Total Households	2,748,200
Under 25	167,008
25-34	659,953
35-44	553,586
45-54	439,079
55-64	442,154
65 and Over	486,420
SIZE OF HOUSEHOLDS - 1984	
Total Households	2,748,200
1 Person Unit	702,095
2 Person Unit	774,663
3 Person Unit	471,244
4 Person Unit	420,800
5 Person Unit	216,215
6 Person Unit or More	163,183
Average Household Size	2.80
EFFECTIVE BUYING INCOME - 1984	
Total Households	2,748,200
$0 - $9,999	386,194
$10,000 - $19,999	447,380
$20,000 - $24,999	243,398
$25,000 - $34,999	507,014
$35,000 - $49,999	627,397
$50,000 and Over	536,817
Average Household Effective Buying Income	$34,214
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,450,680
Agriculture, Forestry, Fisheries, Mining	23,739
Construction	147,444
Manufacturing - Nondurable Goods	305,249
Manufacturing - Durable Goods	634,324
Transportation	200,277
Communications, Other Public Utilities	88,622
Wholesale Trade	171,643
Retail Trade	550,386
Finance, Insurance, Real Estate	259,239
Business and Repair Services	169,251
Personal, Entertainment & Recreation Services	108,946
Health Services	252,415
Educational Services	246,971
Other Professional & Related Services	153,106
Public Administration	139,067

(Continued)

Selected Demographic Statistics

CHICAGO CITY AND RETAIL TRADING ZONE

(Continued)

TOTAL RETAIL SALES (000) - 1984		$41,565,788
Total Food Stores (000)		7,336,500
Supermarkets (000)	6,756,570	
Eating and Drinking Places (000)		3,942,865
General Merchandise Stores (000)		4,930,487
Department Stores (000)	4,372,976	
Apparel and Accessories Stores (000)		2,886,123
Furniture/Home Furnishings/Appliance Stores (000)		2,060,853
Furniture and Home Furnishings Only (000)	1,127,611	
Automotive Dealers (000)		8,175,550
Gasoline Service Stations (000)		3,149,087
Building Materials and Hardware Dealers (000)		1,677,135
Drug Stores (000)		2,017,171
Other (000)		5,390,017

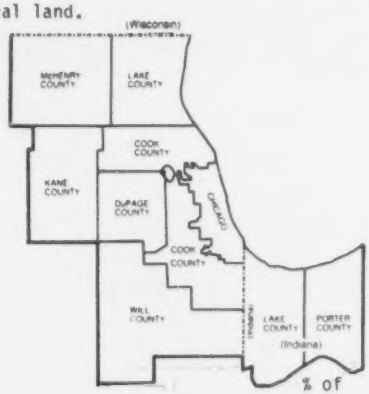
PROJECTIONS - December 31, 1989

Population	7,719,000
Households	2,820,400
Average Household Effective Buying Income	$54,317
Total Retail Sales (000)	$61,223,300
Total Retail Sales per Household	$21,707

SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

THE PRIMARY MARKET AREA

The Primary Market Area (PMA) is defined as that geographical area in which the local newspaper provides editorial and advertising service. The PMA is defined by the individual publisher and used only with the concurrence of the Audit Bureau of Circulations. As in the case of the City and Retail Trading Zone, the PMA is divided into two zones. The city zone is comprised of the incorporated municipality in which the newspaper is published as well as selected suburban communities adjacent to that municipality. The remainder of the PMA is that area not included in the city zone. The PMA includes the six county Northeastern Illinois Counties Area (NICA) and the Gary-Hammond, Indiana PMSA. The city zone portion includes the City of Chicago and the Village of Oak Park. The PMA includes 4,644 square miles of both heavy industrial and economic concentrations as well as the richest agricultural land.



Location	Population	% of PMA
Chicago	2,963,500	37.9
Oak Park	53,900	0.7
City Zone	3,017,400	38.6
Remainder of Cook	2,146,600	27.5
DuPage	728,400	9.3
Kane	299,000	3.8
Lake, IL	470,500	6.0
McHenry	164,500	2.1
Will	350,200	4.5
Lake, IN	506,600	6.5
Porter	131,000	1.7
Remainder of PMA	4,796,800	61.4
TOTAL PMA	7,814,200	

CHICAGO NEWSPAPER CIRCULATION

	Daily	Sunday
Distribution Zone		
PMA	1,274,127	1,632,826

SOURCES: Sales Management - 1985 Survey of Buying Power Estimates;
ABC Fas-Fax 9/30/85.

Selected Demographic Statistics

PRIMARY MARKET AREA

TOTAL POPULATION - 1984	7,814,200
Male	3,783,879
Female	4,030,321
Under 18	2,109,729
18-34	2,312,942
35-54	1,843,836
55-64	729,927
65 and Over	817,766
HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD - 1984	
Total Households	2,791,900
Under 25	170,581
25-34	671,946
35-44	563,544
45-54	445,776
55-64	447,947
65 and Over	492,106
SIZE OF HOUSEHOLDS - 1984	
Total Households	2,791,900
1 Person Unit	709,984
2 Person Unit	787,107
3 Person Unit	479,622
4 Person Unit	429,649
5 Person Unit	220,343
6 Person Unit or More	165,195
Average Household Size	2.80
EFFECTIVE BUYING INCOME - 1984	
Total Households	2,791,900
$0 - $9,999	390,420
$10,000 - $19,999	454,421
$20,000 - $24,999	247,466
$25,000 - $34,999	517,900
$35,000 - $49,999	639,497
$50,000 and Over	542,196
Average Household Effective Buying Income	$34,183
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,503,287
Agriculture, Forestry, Fisheries, Mining	24,496
Construction	151,032
Manufacturing - Nondurable Goods	306,485
Manufacturing - Durable Goods	650,497
Transportation	202,375
Communications, Other Public Utilities	90,358
Wholesale Trade	173,109
Retail Trade	559,068
Finance, Insurance, Real Estate	261,676
Business and Repair Services	170,848
Personal, Entertainment, Recreation Services	110,391
Health Services	255,462
Educational Services	252,340
Other Professional & Related Services	154,903
Public Administration	140,247

(Continued)

Selected Demographic Statistics

PRIMARY MARKET AREA

(Continued)

TOTAL RETAIL SALES (000) - 1984		$42,069,868
Total Food Stores (000)		7,453,873
Supermarkets (000)	6,866,082	
Eating and Drinking Places (000)		3,998,756
General Merchandise Stores (000)		4,973,437
Department Stores (000)	4,398,438	
Apparel and Accessories Stores (000)		2,901,079
Furniture/Home Furnishings/Appliance Stores (000)		2,078,371
Furniture and Home Furnishings Only (000)	1,136,795	
Automotive Dealers (000)		8,272,158
Gasoline Service Stations (000)		3,210,147
Building Materials and Hardware Dealers (000)		1,693,014
Drug Stores (000)		2,059,588
Other (000)		5,429,445

PROJECTIONS - December 31, 1989

Population	7,861,500
Households	2,868,700
Average Household Effective Buying Income	$54,201
Total Retail Sales (000)	$62,001,072
Total Retail Sales per Household	$21,613

SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

Business Statistics

CHICAGO PRIMARY MARKET AREA*

1983 - 1984

	1984	1983	% Change
Gross Metropolitan Product (000)	$141,200,000	$132,400,000	+ 6.6
Personal Income (000)	$113,600,000	$107,000,000	+ 6.2
Wages and Salaries Received (000)	$ 69,300,000	$ 67,500,000	+ 2.7
Bank Clearings (000)	$446,192,400	$491,711,000	- 9.3
Retail Sales (000)	$ 43,200,000	$ 40,017,000	+ 8.0
Chicago Manufactured Products (gross sales) (000)	$100,926,000	$ 88,347,000	+ 14.2
Primary Metals (000)	$ 14,483,000	$ 11,286,000	+ 28.3
Electrical Machinery (000)	$ 13,356,000	$ 11,988,000	+ 11.4
Food and Kindred Products (000)	$ 10,574,000	$ 10,083,000	+ 4.9
Non-Electrical Machinery (000)	$ 9,292,000	$ 7,675,000	+ 21.1
Petroleum and Coal Products (000)	$ 9,115,000	$ 8,792,000	+ 3.7
Fabricated Metal Products (000)	$ 9,002,000	$ 7,809,000	+ 15.3
Chemicals and Allied Products (000)	$ 8,312,000	$ 7,261,000	+ 14.5
Printing and Publishing (000)	$ 7,559,000	$ 6,595,000	+ 14.6
Transportation Equipment (000)	$ 4,442,000	$ 3,616,000	+ 22.8
Instruments and Related Products (000)	$ 3,502,000	$ 3,130,000	+ 11.9
Paper and Allied Products (000)	$ 3,107,000	$ 2,760,000	+ 12.6
Rubber and Plastic Products (000)	$ 2,696,000	$ 2,468,000	+ 9.2
Stone, Clay and Glass Products (000)	$ 1,568,000	$ 1,335,000	+ 17.5
Furniture and Fixtures (000)	$ 1,330,000	$ 1,147,000	+ 16.0
Apparel and Related Products (000)	$ 456,000	$ 485,000	- 6.0
Leather and Leather Products (000)	$ 293,000	$ 312,000	- 6.1
Lumber and Wood Products (000)	$ 287,000	$ 233,000	+ 23.2
Miscellaneous Manufacturing (000)	$ 1,555,000	$ 1,372,000	+ 13.3
Index of Industrial Activity (1972=100.0)	98.3	94.5	+ 4.0
Electric Power Sales (kwhr) (000)	68,308,000	67,003,000	+ 1.9
Steel Production (net ingot tons) (000)	23,006	22,286	+ 3.2
Industrial Building and Land Investment (000)	$417,000	$485,000	- 14.0
Air Passengers (arriving and departing) (000)	48,700	45,500	+ 7.0
Scheduled Plane Movements	983,400	947,577	+ 3.8
Air Freight and Express (lbs.) (000)	1,786,000	1,816,000	- 1.7

* Northeastern Illinois Counties Area and Gary-Hammond, IN PMSA.

SOURCE: Chicago Association of Commerce and Industry.

CHICAGO PRIMARY MARKET AREA*

1983 - 1984

CHICAGO'S GROSS METROPOLITAN PRODUCT 1983 - 1984

	1984 (Blns. of $)	1983 (Blns. of $)	% Change
Total Wages and Salaries	$ 69.3	$ 65.4	+ 6.0
+ Other Labor Income	$ 7.6	$ 6.9	+ 10.1
+ Proprietor's Income	$ 4.9	$ 4.2	+ 16.7
+ Property Income	$ 23.1	$ 20.3	+ 13.8
+ Transfer Payments to Persons	$ 13.9	$ 13.5	+ 3.0
- Personal Contributions to Social Insurance	$ 5.2	$ 4.7	+ 10.6
= Total Personal Income	$113.6	$105.6	+ 7.6
- Government Business Transfer Payments	$ 13.9	$ 13.5	+ 3.0
- Dividends	$ 3.2	$ 2.8	+ 14.3
- Personal Interest Income	$ 17.5	$ 15.4	+ 13.6
+ Corporate Profits	$ 13.4	$ 10.6	+ 26.4
+ Net Interest Paid	$ 11.6	$ 10.5	+ 10.5
+ Employers Contribution to Social Insurance	$ 6.7	$ 6.0	+ 11.7
= Metropolitan Income Produced	$110.7	$101.0	+ 9.6
+ Indirect Business Taxes	$ 12.6	$ 12.0	+ 5.0
+ Business Transfer Payments	$ 0.6	$ 0.5	+ 20.0
= Net Metropolitan Product	$123.9	$113.5	+ 9.2
+ Capital Consumption Allowances	$ 16.7	$ 16.1	+ 3.7
+ Subsidies to Business	$ 0.6	$ 0.7	- 14.3
= Gross Metropolitan Product	$141.2	$130.3	+ 8.4

METROPOLITAN CHICAGO EMPLOYMENT BY INDUSTRY GROUP
IN 1983 AND 1984 IN THOUSANDS

Industry Group	1984	1983	% Change
Manufacturing	710.2	709.6	+ 0.1
Wholesale, Retail Trade	789.9	783.0	+ 0.9
Services	787.3	778.0	+ 1.2
Transportation and Public Utilities	193.5	189.0	+ 2.4
Finance, Insurance and Real Estate	248.1	248.0	**
Construction	111.4	110.0	+ 1.3
Government	406.0	413.0	- 1.7

** Less than 0.05%.

METROPOLITAN CHICAGO MANUFACTURING EMPLOYMENT IN THOUSANDS

Manufacturing Industry	1984	1983	% Change
Electrical Machinery	99.8	96.9	+ 3.0
Fabricated Metals	82.7	78.9	+ 4.8
Non-Electrical Machinery	79.2	75.4	+ 5.0
Primary Metals	77.7	82.3	- 5.6
Printing and Publishing	75.3	76.7	- 1.8
Food and Kindred Products	62.1	64.8	- 4.2
Chemicals and Allied Products	47.6	47.2	+ 0.8
Rubber and Plastics	31.3	31.1	+ 0.6
Instruments	28.3	28.7	- 1.4
Paper and Allied Products	25.2	25.3	- 0.4
Transportation Equipment	23.4	22.0	+ 6.4
Stone, Clay and Glass Products	15.0	15.1	- 0.7
Furniture and Fixtures	13.2	13.4	- 1.5
Apparel and Textiles	12.2	14.2	- 14.1
Petroleum and Coal Products	7.8	8.3	- 6.0
Lumber and Wood Products	6.4	6.4	-
Leather Products	3.7	3.3	+ 12.1
Miscellaneous Manufacturing	19.3	19.6	- 1.5
TOTAL MANUFACTURING	710.2	709.6	+ 0.1

* Northeastern Illinois Counties Area and Gary-Hammond, IN PMSA.

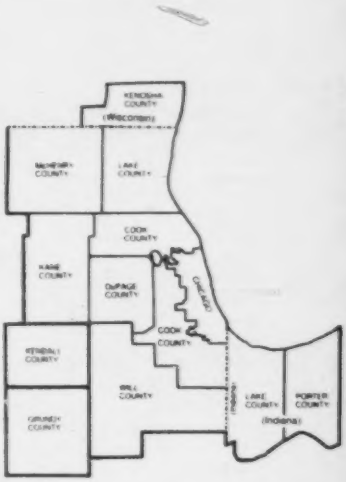
SOURCE: Chicago Association of Commerce and Industry.

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

In 1983, the United States Office of Management and Budget (OMB) revised the definitions of the nation's metropolitan statistical areas. The general concept underlying these definitions is that of a geographic area consisting of a large population nucleus together with adjacent communities having a high degree of economic and social integration with that nucleus. The previous term "Standard Metropolitan Statistical Area" (SMSA) has been shortened to "Metropolitan Statistical Area" (MSA). There are 260 MSA's recognized in the United States. If an area has more than one million population and meets certain other specified requirements as determined by OMB, it will be termed a "Consolidated Metropolitan Statistical Area" (CMSA) consisting of major components recognized as "Primary Metropolitan Statistical Areas" (PMSA). There are 20 CMSA's and 71 PMSA's in the United States.

The Chicago-Gary-Lake County Consolidated Metropolitan Statistical Area contains six Primary Metropolitan Statistical Areas: Chicago, IL PMSA - Cook, DuPage, and McHenry Counties in Illinois; Aurora-Elgin, IL PMSA - Kane and Kendall Counties in Illinois; Joliet, IL PMSA - Grundy and Will Counties in Illinois; Lake County, IL PMSA - Lake County, Illinois; Gary-Hammond, IN PMSA - Lake and Porter Counties in Indiana; and Kenosha, WI PMSA - Kenosha County, Wisconsin.

Counties	Population	Population Per Sq. Mile
Cook, IL	5,164,000	5,390
DuPage, IL	728,400	2,161
McHenry, IL	164,500	271
CHICAGO, IL PMSA	6,056,900	3,184
Kane, IL	299,000	571
Kendall, IL	40,800	127
AURORA-ELGIN, IL PMSA	339,800	402
Grundy, IL	32,600	77
Will, IL	350,200	415
JOLIET, IL PMSA	382,800	302
Lake, IL	470,500	1,036
LAKE COUNTY, IL PMSA	470,500	1,036
Lake, IN	506,600	1,011
Porter, IN	131,000	313
GARY-HAMMOND, IN PMSA	637,600	693
Kenosha, WI	122,500	449
KENOSHA, WI PMSA	122,500	449
CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA	8,010,100	1,415



Sources: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

Selected Demographic Statistics

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

TOTAL POPULATION - 1984	8,010,100
Male	3,880,618
Female	4,129,482
Under 18	2,165,296
18-34	2,369,253
35-54	1,889,622
55-64	747,246
65 and Over	838,683
HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD - 1984	
Total Households	2,862,700
Under 25	175,749
25-34	688,947
35-44	578,040
45-54	456,276
55-64	458,528
65 and Over	505,160
SIZE OF HOUSEHOLDS - 1984	
Total Households	2,862,700
1 Person Unit	726,810
2 Person Unit	807,335
3 Person Unit	492,280
4 Person Unit	441,738
5 Person Unit	226,319
6 Person Unit or More	168,218
Average Household Size	2.80
EFFECTIVE BUYING INCOME - 1984	
Total Households	2,862,700
$0 - $9,999	397,921
$10,000 - $19,999	466,104
$20,000 - $24,999	254,049
$25,000 - $34,999	533,006
$35,000 - $49,999	658,681
$50,000 and Over	552,939
Average Household Effective Buying Income	$34,148
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,589,548
Agriculture, Forestry, Fisheries, Mining	26,891
Construction	155,935
Manufacturing - Nondurable Goods	312,846
Manufacturing - Durable Goods	676,795
Transportation	205,321
Communications, Other Public Utilities	92,681
Wholesale Trade	175,334
Retail Trade	572,471
Finance, Insurance, Real Estate	264,925
Business and Repair Services	173,009
Personal, Entertainment, Recreation Services	113,032
Health Services	261,532
Educational Services	258,615
Other Professional & Related Services	157,593
Public Administration	142,568

(Continued)

Selected Demographic Statistics

CHICAGO-GARY-LAKE COUNTY
CONSOLIDATED METROPOLITAN STATISTICAL AREA

(Continued)

TOTAL RETAIL SALES (000) - 1984		$42,834,504
Total Food Stores (000)		7,649,837
Supermarkets (000)	7,052,049	
Eating and Drinking Places (000)		4,074,970
General Merchandise Stores (000)		5,053,342
Department Stores (000)	4,455,294	
Apparel and Accessories Stores (000)		2,924,041
Furniture/Home Furnishings/Appliance Stores (000)		2,105,737
Furniture and Home Furnishings Only (000)	1,152,018	
Automotive Dealers (000)		8,400,341
Gasoline Service Stations (000)		3,305,505
Building Materials and Hardware Dealers (000)		1,728,503
Drug Stores (000)		2,085,406
Other (000)		5,506,822

PROJECTIONS - December 31, 1989

Population	8,062,500
Households	2,942,800
Average Household Effective Buying Income	$54,154
Total Retail Sales (000)	$63,129,319
Total Retail Sales per Household	$21,452

SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

CHICAGO AREA OF DOMINANT INFLUENCE

The Area of Dominant Influence (ADI) is a geographic market design which defines each television market exclusive of another based on measurable viewing patterns. The ADI is an area that consists of all counties in which the television stations in the home market receive the majority of viewer preference. Each county in the United States is assigned to one ADI exclusively. There is no overlap. All counties within the United States (Alaska and Hawaii excluded) are assigned to ADI's annually.

The Chicago ADI includes the Chicago-Gary-Lake County CMSA plus four additional counties in Illinois and three in Indiana. The population of the Chicago ADI is greater than the population in all but eight of the United States. There are only eight states in the United States where retail sales are greater than in the Chicago ADI. The Chicago ADI includes both the richest farm lands and heaviest industrial concentrations of any ADI in the United States.

Counties	Population
Cook, IL	5,164,000
DuPage, IL	728,400
Kane, IL	299,000
Lake, IL	470,500
McHenry, IL	164,500
Will, IL	350,200
NICA	7,176,600
Lake, IN	506,600
C & RTZ	7,683,200
Porter, IN	131,000
PMA	7,814,200
Grundy, IL	32,600
Kendall, IL	40,800
Kenosha, WI	122,500
CMSA	8,010,100
DeKalb, IL	73,700
Kankakee, IL	103,900
LaSalle, IL	111,200
Livingston, IL	42,100
Jasper, IN	27,900
LaPorte, IN	109,000
Newton, IN	15,400
Chicago ADI	8,493,300

SOURCES: Sales Management - 1985 Survey of Buying Power Estimates;
Arbitron - American Research Bureau.

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

TOTAL POPULATION - 1984	8,493,300
Male	4,118,229
Female	4,375,071
Under 18	2,293,582
18-34	2,514,039
35-54	1,994,507
55-64	792,823
65 and Over	898,349
HOUSEHOLDS BY AGE OF HEAD OF HOUSEHOLD - 1984	
Total Households	3,034,400
Under 25	189,657
25-34	726,214
35-44	608,480
45-54	480,940
55-64	485,941
65 and Over	543,168
SIZE OF HOUSEHOLDS - 1984	
Total Households	3,034,400
1 Person Unit	770,889
2 Person Unit	858,626
3 Person Unit	521,802
4 Person Unit	468,288
5 Person Unit	239,273
6 Person Unit or More	175,522
Average Household Size	2.80
EFFECTIVE BUYING INCOME - 1984	
Total Households	3,034,400
$0 - $9,999	424,640
$10,000 - $19,999	502,470
$20,000 - $24,999	273,629
$25,000 - $34,999	571,536
$35,000 - $49,999	693,168
$50,000 and Over	568,957
Average Household Effective Buying Income	$33,820
TOTAL EMPLOYMENT - 1980	
(Persons 16 Years and Over)	3,795,720
Agriculture, Forestry, Fisheries, Mining	37,727
Construction	167,307
Manufacturing - Nondurable Goods	330,018
Manufacturing - Durable Goods	720,370
Transportation	213,711
Communications, Other Public Utilities	98,084
Wholesale Trade	182,722
Retail Trade	606,217
Finance, Insurance, Real Estate	272,674
Business and Repair Services	178,142
Personal, Entertainment, Recreation Services	119,833
Health Services	277,838
Educational Services	278,510
Other Professional & Related Services	163,278
Public Administration	149,289

(Continued)

Selected Demographic Statistics

CHICAGO AREA OF DOMINANT INFLUENCE

(Continued)

TOTAL RETAIL SALES (000) - 1984		$45,027,908
Total Food Stores (000)		8,111,155
Supermarkets (000)	7,486,498	
Eating and Drinking Places (000)		4,266,195
General Merchandise Stores (000)		5,287,515
Department Stores (000)	4,644,323	
Apparel and Accessories Stores (000)		3,028,300
Furniture/Home Furnishings/Appliance Stores (000)		2,195,743
Furniture and Home Furnishings Only (000)	1,195,315	
Automotive Dealers (000)		8,894,444
Gasoline Service Stations (000)		3,523,393
Building Materials and Hardware Dealers (000)		1,857,476
Drug Stores (000)		2,180,235
Other (000)		5,683,452

PROJECTIONS - December 31, 1989

Population	8,544,000
Households	3,117,200
Average Household Effective Buying Income	$53,477
Total Retail Sales (000)	$66,142,412
Total Retail Sales per Household	$21,219

SOURCES: U.S. Census - 1980;
Sales Management - 1985 Survey of Buying Power Estimates.

Section Two:

MEASURING THE MARKET

POPULATION - CMSA'S AND COMPONENT CITIES

TOP 50 ARBITRON TV MARKET (ADI) RANKINGS

POPULATION - LEADING MSA'S AND CITIES

SIZE AND ECONOMIC MEASURES - CHICAGO, SUBURBAN AND ADI AREAS

MARRIAGES, BIRTHS AND DEATHS

NEW CAR SALES

RESIDENTIAL BUILDING PERMITS

RESIDENTIAL BUILDING PERMITS - SELECTED CHICAGO AND SUBURBAN AREAS

1989 POPULATION PROJECTIONS - LEADING MSA'S

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME - LEADING MSA'S

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

RETAIL ESTABLISHMENTS, NICA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, NICA COMMUNITIES 25,000 OR MORE POPULATION

RETAIL SALES, COOK COUNTY VS. NICA

RETAIL SALES, NICA VS. STATE OF ILLINOIS

TOP TWO MARKETS COMPARED

CHICAGO FOOD STORE SALES COMPARED WITH TOTAL SALES IN OTHER MAJOR AREAS

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS, CHICAGO AND U.S. CITY AVERAGES COMPARED

FOOD COST AS PART OF FAMILY BUDGET

FOOD PRODUCERS PRICE INDEXES

COMPARISON OF FOOD PRICE CHANGES BY PRODUCTS AND CITIES

CHICAGO PRICE TRENDS

SUBURBAN NICA, CHICAGO-GARY-LAKE COUNTY CMSA, AND CHICAGO ADI ZIP CODES

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

(Showing PMSA components and distribution of population within, and outside of, central cities.)

C.M.S.A.			P.M.S.A. COMPONENTS		CENTRAL CITIES		Outside Central Cities Population
Rank	Name	Total Population	Name	Total Population	Name	Population	
1	New York - Northern New Jersey - Long Island, NY - NJ - CT	17,850,500	New York, NY	8,391,100	Total	8,535,300	9,315,200
			Nassau - Suffolk, NY	2,686,300	New York, NY	(7,161,400)	
			Newark, NJ	1,868,400	Newark, NJ	(313,400)	
			Bergen - Passaic, NJ	1,281,100	Jersey City, NJ	(217,500)	
			Monmouth - Ocean, NJ	932,200	Bridgeport, CT	(141,700)	
			Middlesex - Somerset - Hunterdon, NJ	920,000	Paterson, NJ	(134,600)	
			Jersey City, NJ	548,200	Elizabeth, NJ	(105,800)	
			Bridgeport - Milford, CT	443,000	Stamford, CT	(101,600)	
			Orange County, NY	278,900	Norwalk, CT	(78,000)	
			Stamford, CT	200,800	Danbury, CT	(63,400)	
			Danbury, CT	172,600	Milford, CT	(51,500)	
			Norwalk, CT	127,900	White Plains, NY	(45,600)	
					Hoboken, NJ	(41,100)	
					New Brunswick, NJ	(41,000)	
					Perth Amboy, NJ	(38,700)	
2	Los Angeles - Anaheim - Riverside, CA	12,434,800	Los Angeles - Long Beach, CA	7,908,900	Total	4,857,200	7,577,600
			Anaheim - Santa Ana, CA	2,103,600	Los Angeles, CA	(3,135,300)	
			Riverside - San Bernardino, CA	1,825,400	Long Beach, CA	(380,600)	
			Oxnard - Ventura, CA	596,900	Anaheim, CA	(236,300)	
					Santa Ana, CA	(224,200)	
					Riverside, CA	(182,000)	
					San Bernardino, CA	(131,500)	
					Pasadena, CA	(126,200)	
					Oxnard, CA	(123,900)	
					Pomona, CA	(107,200)	
					Burbank, CA	(87,300)	
					Ventura, CA	(84,800)	
					Palm Springs, CA	(37,900)	

3	Chicago - Gary - Lake County, IL - IN - WI	8,010,100	Chicago, IL	6,056,900	Total	3,761,700	4,248,400
			Gary - Hammond, IN	637,600	Chicago, IL	(2,963,500)	
			Lake County, IL	470,500	Gary, IN	(143,200)	
			Joliet, IL	382,800	Hammond, IN	(89,600)	
			Aurora - Elgin, IL	339,800	Aurora, IL	(87,100)	
			Kenosha, WI	122,500	Joliet, IL	(79,200)	
					Kenosha, WI	(76,200)	
					Waukegan, IL	(71,500)	
					Evanston, IL	(70,400)	
					Elgin, IL	(68,700)	
					North Chicago, IL	(40,400)	
					East Chicago, IN	(37,100)	
					Chicago Heights, IL	(34,800)	
4	Philadelphia - Wilmington Trenton, PA - NJ - DE - MD	5,755,600	Philadelphia, PA - NJ	4,770,000	Total	2,002,500	3,753,100
			Wilmington, DE - NJ - MD	535,600	Philadelphia, PA	(1,625,900)	
			Trenton, NJ	312,400	Trenton, NJ	(91,400)	
			Vineland - Millville - Bridgeton, NJ	137,600	Camden, NJ	(82,400)	
					Wilmington, DE	(68,700)	
					Vineland, NJ	(54,700)	
					Norristown, PA	(34,300)	
					Millville, NJ	(25,900)	
					Bridgeton, NJ	(19,200)	
5	San Francisco - Oakland - San Jose, CA	5,711,200	Oakland, CA	1,875,800	Total	2,333,700	3,377,500
			San Francisco, CA	1,526,300	San Jose, CA	(691,400)	
			San Jose, CA	1,377,500	San Francisco, CA	(688,600)	
			Vallejo - Fairfield - Napa, CA	379,500	Oakland, CA	(353,600)	
			Santa Rosa - Petaluma, CA	335,300	Berkeley, CA	(104,600)	
			Santa Cruz, CA	216,800	Santa Rosa, CA	(93,900)	
					Vallejo, CA	(90,100)	
					Fairfield, CA	(65,900)	
					Palo Alto, CA	(56,000)	
					Napa, CA	(55,400)	
					Livermore, CA	(51,400)	
					Santa Cruz, CA	(45,300)	
					Petaluma, CA	(37,500)	

TOP 50 ARBITRON TV MARKET (ADI) RANKINGS

(Rank order based on 1985 Estimated Population)

ADI Name	Population	Households	Total Retail Sales (000)
New York, NY	18,243,900	6,756,100	$99,490,745
Los Angeles, CA	12,358,000	4,455,800	$74,286,011
CHICAGO, IL	8,493,300	3,034,400	$45,027,908
Philadelphia, PA	7,258,600	2,654,700	$40,751,217
Boston, MA	5,469,500	2,017,000	$37,060,628
San Francisco, CA	5,382,400	2,080,600	$35,969,260
Detroit, MI	4,629,800	1,674,300	$25,063,702
Washington, DC	4,134,300	1,512,300	$25,894,683
Dallas - Ft. Worth, TX	4,111,500	1,511,200	$26,087,643
Houston, TX	3,927,700	1,397,800	$24,514,478
Cleveland, OH	3,801,000	1,408,300	$20,112,305
Pittsburgh, PA	3,322,500	1,254,700	$15,780,093
Atlanta, GA	3,189,100	1,150,300	$18,553,080
Minneapolis - St. Paul, MN	3,182,100	1,164,400	$19,658,122
Seattle - Tacoma, WA	3,070,400	1,198,500	$17,664,053
Miami, FL	2,967,000	1,159,600	$20,558,008
St. Louis, MO	2,890,800	1,043,600	$16,164,733
Denver, CO	2,578,800	1,004,200	$16,827,939
Tampa - St. Petersburg, FL	2,541,000	1,036,000	$14,723,206
Sacramento - Stockton, CA	2,435,900	921,400	$13,163,266
Baltimore, MD	2,429,200	874,600	$13,710,370
Indianapolis, IN	2,291,700	829,300	$12,931,299
Hartford - New Haven, CT	2,241,800	817,900	$13,475,588
Phoenix, AZ	2,178,500	826,100	$12,544,914
Portland, OR	2,101,900	802,200	$11,086,670
San Diego, CA	2,085,300	766,500	$11,745,639
Cincinnati, OH	1,913,500	697,900	$ 9,602,096
Milwaukee, WI	1,882,400	699,600	$ 9,457,935
Kansas City, MO	1,855,800	691,400	$11,106,057
Salt Lake City, UT	1,841,700	579,000	$ 8,464,889
Nashville, TN	1,836,500	663,000	$ 8,697,239
Charlotte, NC	1,800,300	651,700	$ 9,471,415
Orlando - Daytona Beach - Melbourne, FL	1,800,200	698,100	$11,201,809
New Orleans, LA	1,782,000	633,600	$ 9,647,279
Columbus, OH	1,734,500	647,000	$ 8,817,960
Buffalo, NY	1,714,000	621,600	$ 7,593,951
Raleigh - Durham, NC	1,697,700	599,900	$ 8,581,722
Memphis, TN	1,668,000	581,000	$ 8,106,226
Greenville - Spartanburg - Asheville, SC - NC	1,635,600	602,400	$ 7,835,518
Grand Rapids - Kalamazoo - Battle Creek, MI	1,630,400	580,500	$ 7,886,466
Oklahoma City, OK	1,587,300	602,600	$10,308,125
San Antonio, TX	1,566,800	516,500	$ 7,967,752
Providence - New Bedford, RI - MA	1,558,700	564,000	$ 8,751,717
Norfolk - Portsmouth - Newport News - Hampton, VA	1,514,600	509,500	$ 7,447,527
Charleston - Huntington, WV	1,481,700	528,900	$ 6,246,165
Harrisburg - York - Lancaster - Lebanon, PA	1,423,900	527,600	$ 7,677,303
Louisville, KY	1,409,600	502,300	$ 6,882,592
Birmingham, AL	1,371,400	506,800	$ 5,728,302
Dayton, OH	1,364,800	508,100	$ 6,664,631
Greensboro - Winston-Salem - High Point, NC	1,327,200	492,300	$ 7,113,358

Sources: Arbitron - American Research Bureau;
Sales Management - 1985 Survey of Buying Power Estimates.

Rank	C.M.S.A. Name	C.M.S.A. Total Population	P.M.S.A. COMPONENTS Name	P.M.S.A. COMPONENTS Total Population	CENTRAL CITIES Name	CENTRAL CITIES Population	Outside Central Cities Population
6	Detroit - Ann Arbor, MI	4,629,800	Detroit, MI	4,359,400	Total	1,379,300	3,250,500
			Ann Arbor, MI	270,400	Detroit, MI	(1,080,800)	
					Ann Arbor, MI	(106,100)	
					Dearborn, MI	(86,900)	
					Pontiac, MI	(71,600)	
					Port Huron, MI	(33,900)	
7	Boston - Lawrence - Salem, MA - NH	4,008,400	Boston, MA	2,804,000	Total	1,280,800	2,727,600
			Lawrence - Haverhill, MA - NH	352,600	Boston, MA	(547,300)	
			Salem - Gloucester, MA	262,100	Brockton, MA	(96,900)	
			Lowell, MA - NH	242,800	Lowell, MA	(93,000)	
			Brockton, MA	194,100	Cambridge, MA	(91,700)	
			Nashua, NH	152,800	Lynn, MA	(79,300)	
					Nashua, NH	(72,500)	
					Lawrence, MA	(64,500)	
					Framington, MA	(64,400)	
					Waltham, MA	(57,300)	
					Haverhill, MA	(47,500)	
					Salem, MA	(38,400)	
					Gloucester, MA	(28,000)	
8	Houston - Galveston - Brazoria, TX	3,594,700	Houston, TX	3,176,800	Total	1,889,200	1,705,500
			Galveston - Texas City, TX	214,800	Houston, TX	(1,723,600)	
			Brazoria, TX	203,100	Galveston, TX	(62,500)	
					Baytown, TX	(59,900)	
					Texas City, TX	(43,200)	
9	Dallas - Fort Worth, TX	3,379,400	Dallas, TX	2,238,400	Total	1,779,200	1,600,200
			Fort Worth - Arlington, TX	1,141,000	Dallas, TX	(972,900)	
					Fort Worth, TX	(417,500)	
					Arlington, TX	(215,200)	
					Irving, TX	(124,200)	
					Denton, TX	(49,400)	

10	Miami - Fort Lauderdale, FL	2,897,900	Miami - Hialeah, FL	1,755,900	Total	994,700	1,903,200
			Fort Lauderdale - Hollywood - Pompano Beach, FL	1,142,000	Miami, FL	(384,500)	
					Hialeah, FL	(165,700)	
					Fort Lauderdale, FL	(154,600)	
					Hollywood, FL	(124,200)	
					Miami Beach, FL	(98,000)	
					Pompano Beach, FL	(67,700)	
11	Cleveland - Akron - Lorain, OH	2,783,100	Cleveland, OH	1,859,100	Total	954,400	1,828,700
			Akron, OH	649,600	Cleveland, OH	(541,300)	
			Lorain - Elyria, OH	274,400	Akron, OH	(225,200)	
					Lorain, OH	(73,400)	
					Elyria, OH	(57,900)	
					Kent, OH	(28,400)	
					Barberton, OH	(28,200)	
12	Pittsburgh - Beaver Valley, PA	2,376,500	Pittsburgh, PA	2,175,000	Total	426,400	1,950,100
			Beaver County, PA	201,500	Pittsburgh, PA	(397,900)	
					McKeesport, PA	(28,500)	
13	Seattle - Tacoma, WA	2,219,000	Seattle, WA	1,699,900	Total	733,000	1,486,000
			Tacoma, WA	519,100	Seattle, WA	(487,400)	
					Tacoma, WA	(159,400)	
					Everett, WA	(56,800)	
					Auburn, WA	(29,400)	
14	Denver - Boulder, CO	1,823,800	Denver, CO	1,608,600	Total	622,200	1,201,600
			Boulder - Longmont, CO	215,200	Denver, CO	(492,600)	
					Boulder, CO	(79,300)	
					Longmont, CO	(50,300)	
15	Cincinnati - Hamilton, OH - KY- IN	1,675,400	Cincinnati, OH - KY - IN	1,403,500	Total	476,000	1,199,400
			Hamilton - Middletown, OH	271,900	Cincinnati, OH	(368,100)	
					Hamilton, OH	(63,900)	
					Middletown, OH	(44,000)	

Rank	C.M.S.A. Name	C.M.S.A. Total Population	P.M.S.A. COMPONENTS Name	P.M.S.A. COMPONENTS Total Population	CENTRAL CITIES Name	CENTRAL CITIES Population	Outside Central Cities Population
16	Milwaukee - Racine, WI	1,564,100	Milwaukee, WI	1,390,900	Total	743,900	820,200
			Racine, WI	173,200	Milwaukee, WI	(608,700)	
					Racine, WI	(82,800)	
					Waukesha, WI	(52,400)	
17	Portland - Vancouver, OR - WA	1,348,800	Portland, OR	1,140,600	Total	408,900	939,900
			Vancouver, WA	208,200	Portland, OR	(365,000)	
					Vancouver, WA	(43,900)	
18	Buffalo - Niagara Falls, NY	1,209,500	Buffalo, NY	990,200	Total	405,200	804,300
			Niagara Falls, NY	219,300	Buffalo, NY	(339,100)	
					Niagara Falls, NY	(66,100)	
19	Providence - Pawtucket - Fall River, RI - MA	1,101,600	Providence, RI	628,900	Total	398,200	703,400
			Pawtucket - Woonsocket - Attleboro, RI - MA	310,500	Providence, RI	(153,700)	
			Fall River, MA - RI	162,200	Fall River, MA	(92,800)	
					Pawtucket, RI	(72,400)	
					Woonsocket, RI	(44,700)	
					Attleboro, MA	(34,600)	
20	Hartford - New Britain - Middletown, CT	1,020,400	Hartford, CT	719,500	Total	301,900	718,500
			New Britain, CT	141,600	Hartford, CT	(133,300)	
			Middletown, CT	85,400	New Britain, CT	(71,200)	
			Bristol, CT	73,900	Bristol, CT	(58,000)	
					Middletown, CT	(39,400)	

Sources: United States Office of Management and Budget;
Sales Management - 1985 Survey of Buying Power Estimates.

METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

(Showing distribution of population within, and outside of, central cities.)

Rank	M.S.A. Name	M.S.A. Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
1	New York, NY	8,391,100	Total	7,207,000	1,184,100
			New York, NY	(7,161,400)	
			White Plains, NY	(45,600)	
2	Los Angeles - Long Beach, CA	7,908,900	Total	3,836,600	4,072,300
			Los Angeles, CA	(3,135,300)	
			Long Beach, CA	(380,600)	
			Pasadena, CA	(126,200)	
			Pomona, CA	(107,200)	
			Burbank, CA	(87,300)	
3	Chicago, IL	6,056,900	Total	3,068,700	2,988,200
			Chicago, IL	(2,963,500)	
			Evanston, IL	(70,400)	
			Chicago Heights, IL	(34,800)	
4	Philadelphia, PA - NJ	4,770,000	Total	1,742,600	3,027,400
			Philadelphia, PA	(1,625,900)	
			Camden, NJ	(82,400)	
			Norristown, PA	(34,300)	
5	Detroit, MI	4,359,400	Total	1,273,200	3,086,200
			Detroit, MI	(1,080,800)	
			Dearborn, MI	(86,900)	
			Pontiac, MI	(71,600)	
			Port Huron, MI	(33,900)	
6	Washington, DC - MD - VA	3,425,900	Total	802,800	2,623,100
			Washington, DC	(618,100)	

			Arlington, VA	(152,200)	
			Frederick, MD	(32,500)	
7	Houston, TX	3,176,800	Total	1,783,500	1,393,300
			Houston, TX	(1,723,600)	
			Baytown, TX	(59,900)	
8	Boston, MA	2,804,000	Total	840,000	1,964,000
			Boston, MA	(547,300)	
			Cambridge, MA	(91,700)	
			Lynn, MA	(79,300)	
			Framingham, MA	(64,400)	
			Waltham, MA	(57,300)	
9	Nassau - Suffolk, NY	2,686,300			2,686,300
10	St. Louis, MO - IL	2,398,900	Total	639,500	1,759,400
			St. Louis, MO	(431,400)	
			East St. Louis, IL	(50,200)	
			St. Charles, MO	(47,800)	
			Belleville, IL	(41,700)	
			Granite City, IL	(35,500)	
			Alton, IL	(32,900)	
11	Atlanta, GA	2,392,800	Total	463,500	1,929,300
			Atlanta, GA	(424,400)	
			Marietta, GA	(39,100)	
12	Baltimore, MD	2,265,400	Total	786,500	1,478,900
			Baltimore, MD	(753,400)	
			Annapolis, MD	(33,100)	
13	Dallas, TX	2,238,400	Total	1,146,500	1,091,900
			Dallas, TX	(972,900)	
			Irving, TX	(124,200)	
			Denton, TX	(49,400)	

Rank	M.S.A. Name	M.S.A. Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
14	Minneapolis - St. Paul, MN - WI	2,218,000	Total	707,000	1,511,000
			Minneapolis, MN	(356,800)	
			St. Paul, MN	(265,700)	
			Bloomington, MN	(84,500)	
15	Pittsburgh, PA	2,175,000	Total	426,400	1,748,600
			Pittsburgh, PA	(397,900)	
			McKeesport, PA	(28,500)	
16	Anaheim - Santa Ana, CA	2,103,600	Total	460,500	1,643,100
			Anaheim, CA	(236,300)	
			Santa Ana, CA	(224,200)	
17	San Diego, CA	2,085,300	Total	1,045,700	1,039,600
			San Diego, CA	(969,100)	
			Escondido, CA	(76,600)	
18	Oakland, CA	1,875,800	Total	509,600	1,366,200
			Oakland, CA	(353,600)	
			Berkeley, CA	(104,600)	
			Livermore, CA	(51,400)	
19	Newark, NJ	1,868,400	Total	419,200	1,449,200
			Newark, NJ	(313,400)	
			Elizabeth, NJ	(105,800)	
20	Cleveland, OH	1,859,100	Cleveland, OH	541,300	1,317,800
21	Tampa - St. Petersburg - Clearwater, FL	1,837,400	Total	619,400	1,218,000
			Tampa, FL	(276,700)	
			St. Petersburg, FL	(244,100)	
			Clearwater, FL	(98,600)	

SIZE AND INCOME OF THE 77 CHICAGO COMMUNITY AREAS

Showing population, number of households, and median household income, . . . with Community Areas ranked, in descending order, for each measure.

Community Area Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Amount
1	21	55,525	10	26,299	51	$ 13,904
2	14	61,129	11	25,004	20	20,483
3	10	64,414	9	28,211	63	10,774
4	31	43,954	19	18,663	43	15,766
5	40	35,161	35	14,030	44	15,683
6	2	97,519	1	51,977	41	$ 15,890
7	19	57,146	5	31,654	34	18,122
8	8	67,167	3	36,377	29	18,601
9	68	12,457	66	4,698	6	23,400
10	33	40,585	30	14,917	5	23,755
11	50	24,583	47	9,960	19	$ 20,854
12	60	18,991	57	6,813	1	28,207
13	62	15,273	62	5,408	12	21,823
14	27	46,075	28	16,285	38	16,521
15	17	57,349	12	22,808	28	18,733
16	24	49,489	15	20,593	37	$ 16,620
17	36	37,860	36	13,889	18	20,981
18	71	10,793	70	4,126	24	19,712
19	23	53,371	14	21,083	32	18,257
20	58	19,547	56	7,053	39	16,412
21	42	33,527	37	13,222	46	$ 15,306
22	4	84,768	7	29,477	55	13,042
23	7	70,879	13	21,396	58	12,223
24	3	96,428	4	32,122	62	10,970
25	1	138,026	2	41,617	50	14,496
26	41	33,865	50	9,140	65	$ 9,654
27	44	31,580	48	9,771	70	7,979
28	18	57,305	20	18,340	75	6,079
29	13	61,534	24	17,185	68	9,095
30	6	75,204	17	19,334	48	14,856
31	29	44,951	38	12,964	57	$ 12,433
32	75	6,462	71	3,862	61	11,692
33	74	7,243	75	2,421	74	6,084
34	67	12,475	67	4,453	64	10,274
35	39	35,700	33	14,353	69	8,673
36	61	16,748	63	4,874	77	$ 4,690
37	76	5,832	76	1,912	71	7,762
38	22	53,741	18	18,694	76	5,425
39	54	21,974	45	10,034	59	12,215
40	43	31,935	44	10,986	73	6,591

SIZE AND INCOME
OF THE 77 CHICAGO COMMUNITY AREAS (Continued)

Community Area Number	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
41	45	31,198	32	14,458	47	$ 15,165
42	38	36,323	34	14,075	72	7,526
43	5	77,743	6	31,367	53	13,646
44	32	40,725	27	16,418	45	15,611
45	63	13,792	68	4,223	15	21,274
46	26	46,422	31	14,471	35	$ 17,444
47	77	3,942	77	1,039	23	19,931
48	56	20,505	59	6,194	4	24,791
49	11	64,372	21	18,113	31	18,540
50	72	10,341	74	3,367	27	18,942
51	59	19,400	60	5,627	26	$ 19,691
52	55	21,331	55	7,458	14	21,645
53	30	44,904	42	11,745	22	20,088
54	64	13,539	73	3,395	66	9,182
55	69	11,572	69	4,127	11	21,854
56	35	37,935	40	12,619	7	$ 22,200
57	73	9,708	72	3,710	25	19,692
58	47	30,770	41	12,193	42	15,821
59	65	13,248	64	4,867	40	16,120
60	46	30,923	43	11,336	49	14,633
61	20	55,860	25	17,010	56	$ 12,814
62	66	12,797	65	4,863	21	20,347
63	51	24,445	49	9,303	33	18,126
64	53	22,584	53	8,043	9	22,006
65	49	24,748	51	8,992	8	22,167
66	25	46,568	23	17,600	36	$ 17,095
67	12	62,069	29	15,857	54	13,248
68	15	59,075	22	17,739	67	9,164
69	28	45,218	26	16,932	60	11,912
70	34	40,477	39	12,754	3	25,591
71	9	65,132	16	19,350	30	$ 18,594
72	52	23,360	54	7,750	2	25,830
73	37	36,453	45	10,034	13	21,713
74	57	20,084	58	6,705	10	21,996
75	48	29,315	52	8,866	16	21,229
76	70	11,068	61	5,502	17	$ 21,145
77	16	58,561	8	29,302	52	13,822

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 275 SUBURBAN PLACES WITHIN THE NICA*

Showing population, number of households, and median household income . . . with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Addison	32	29,759	32	9,655	133	$ 24,957
Algonquin	148	5,834	159	1,853	88	27,234
Alsip	68	17,134	68	6,036	156	23,212
Antioch	170	4,419	169	1,514	213	20,843
Arbury Hills (C)	223	1,667	233	418	158	23,125
Arlington Hts.	5	66,116	9	22,180	56	$ 30,205
Aurora	1	81,293	2	27,668	226	20,193
Bannockburn	237	1,316	261	180	2	60,335
Barrington	126	9,029	126	3,162	45	31,816
Barrington Hills	189	3,631	193	1,090	9	51,030
Bartlett	92	13,254	99	4,217	89	$ 27,150
Batavia	98	12,574	92	4,380	157	23,133
Bedford Park	249	988	245	329	151	23,704
Beecher	215	2,024	213	721	200	21,532
Bellwood	59	19,811	62	6,463	171	22,963
Bensenville	76	16,124	69	5,854	160	$ 23,102
Berkeley	154	5,467	157	1,882	107	26,124
Berwyn	14	46,849	11	19,831	256	17,992
Bloomingdale	97	12,659	104	3,977	65	28,891
Blue Island	56	21,855	40	8,506	267	16,974
Bolingbrook	24	37,261	25	10,969	95	$ 26,567
Braidwood	192	3,429	194	1,089	180	22,375
Bridgeview	86	14,155	86	4,658	187	22,041
Broadview	129	8,618	122	3,292	190	21,970
Brookfield	61	19,395	54	7,299	169	22,992
Buffalo Grove	55	22,230	56	7,001	53	$ 30,417
Bull Valley	263	509	265	149	32	36,680
Burbank	36	28,462	39	8,562	128	25,054
Burlington	265	442	264	155	257	17,917
Burnham	182	4,030	179	1,343	150	23,786
Burr Ridge	184	3,833	185	1,198	26	$ 37,798
Calumet City	19	39,697	15	15,655	197	21,654
Calumet Park	128	8,788	129	3,053	219	20,569
Carol Stream	78	15,472	70	5,835	203	21,353
Carpentersville	48	23,272	60	6,863	162	23,075
Cary	141	6,640	141	2,270	105	$ 26,175
Channahon	187	3,734	194	1,089	85	27,256
Channel Lake (C)	226	1,613	223	556	221	20,465
Chicago Hts.	25	37,026	23	11,980	245	18,585
Chicago Ridge	90	13,473	83	4,973	228	20,039
Cicero	7	61,232	4	24,212	268	$ 16,730
Clarendon Hills	137	6,870	138	2,489	52	30,440
Country Club Hills	93	14,676	100	4,204	87	27,239
Countryside	142	6,538	133	2,806	199	21,580
Crest Hill	122	9,252	115	3,560	244	18,772

* Northeastern Illinois Counties Area formerly Chicago SMSA.

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Crestwood	111	10,852	110	3,796	181	$ 22,324
Crete	157	5,417	160	1,815	81	27,599
Crystal Lake	62	18,590	64	6,191	111	26,021
Darien	84	14,536	88	4,475	47	31,415
Deer Park	233	1,368	235	407	20	40,549
Deerfield	67	17,430	79	5,360	23	$ 39,076
Des Plaines	11	53,568	13	18,779	120	25,470
Dixmoor	175	4,175	171	1,454	270	15,893
Dolton	43	24,766	44	8,287	118	25,506
Downers Grove	17	42,572	16	15,282	73	27,923
E. Chicago Hts.	158	5,347	187	1,178	275	$ 10,727
East Dundee	204	2,618	202	912	139	24,579
East Hazelcrest	235	1,362	228	484	188	22,000
Elburn	240	1,224	234	417	186	22,072
Elgin	6	63,798	6	23,463	233	19,747
Elk Grove Vlg.	34	28,907	35	9,363	71	$ 28,210
Elmhurst	15	44,276	17	14,722	79	27,613
Elmwood Park	44	24,016	34	9,429	204	21,335
Elwood	252	814	252	289	166	23,047
Evanston	3	73,706	1	27,907	196	21,715
Evergreen Park	54	22,260	51	7,567	153	$ 23,501
Flossmoor	130	8,423	135	2,693	19	43,114
Forest Lake (C)	244	1,148	239	394	142	24,449
Forest Park	81	15,177	50	7,569	255	17,995
Forest View	255	764	253	271	119	25,500
Fox Lake	138	6,831	132	2,846	269	$ 16,474
Fox Lake Hills (C)	210	2,199	216	665	112	26,003
Fox River Grove	205	2,515	200	932	205	21,267
Fox River Vly. Grdns.	262	520	262	171	115	25,682
Frankfort	172	4,357	182	1,256	61	$ 29,309
Franklin Park	65	17,507	67	6,126	173	22,888
Gages Lake (C)	185	3,814	189	1,170	106	26,170
Geneva	118	9,881	116	3,545	78	27,616
Gilberts	266	405	267	125	64	29,028
Glen Ellyn	46	23,649	41	8,444	60	$ 29,420
Glencoe	124	9,200	127	3,092	8	51,354
Glendale Hts.	51	23,163	53	7,411	117	25,581
Glenview	28	32,060	26	10,670	43	33,078
Glenwood	113	10,538	118	3,378	68	28,415
Godley	267	373	269	104	165	$ 23,068
Golf	264	482	263	157	18	44,731
Grass Lake (C)	211	2,191	211	752	161	23,097
Grayslake	160	5,260	155	1,908	189	21,971
Green Oaks	232	1,415	237	398	23	39,076
Gurnee	135	7,179	136	2,670	70	$ 28,371
Hainesville	272	187	273	49	143	24,375
Hampshire	221	1,735	219	584	215	20,802
Hanover Park	35	28,850	38	8,726	100	26,328
Harvard	162	5,126	153	1,930	260	17,871

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Harvey	26	35,810	24	10,978	252	$ 18,033
Harwood Hts.	132	8,228	119	3,343	222	20,388
Hawthorn Woods	224	1,658	229	482	21	40,197
Hazel Crest	87	13,973	90	4,454	102	26,272
Hebron	254	786	251	293	262	17,798
Hickory Hills	88	13,778	89	4,468	123	$ 25,380
Highland Park	30	30,611	30	10,223	25	38,542
Highwood	155	5,452	148	1,979	251	18,079
Hillside	131	8,279	128	3,072	149	24,131
Hinsdale	71	16,726	72	5,748	35	35,394
Hodgkins	217	2,005	205	875	272	$ 15,810
Hoffman Estates	23	37,272	22	12,218	76	27,685
Holiday Hills	253	802	256	228	144	24,330
Hometown	159	5,324	152	1,938	238	19,411
Homewood	60	19,724	55	7,149	84	27,305
Huntley	225	1,646	222	563	134	$ 24,850
Indian Creek	270	236	271	68	44	33,055
Indian Head Pk.	196	2,915	190	1,168	36	35,168
Ingleside (C)	222	1,676	220	572	234	19,651
Inverness	180	4,046	191	1,152	5	52,530
Island Lake	207	2,293	209	771	185	$ 22,101
Itasca	136	7,129	139	2,337	86	27,247
Joliet	2	77,956	3	27,272	242	18,966
Justice	112	10,552	108	3,884	207	21,228
Kenilworth	202	2,708	207	822	1	64,150
Kildeer	227	1,609	231	442	6	$ 52,126
La Grange	79	15,445	78	5,507	80	27,609
La Grange Park	91	13,359	81	5,171	122	25,418
Lake Barrington	206	2,320	206	869	15	46,712
Lake Bluff	167	4,434	170	1,511	27	37,789
Lake Catherine (C)	236	1,335	227	494	211	$ 21,029
Lake Forest	80	15,245	84	4,821	17	44,767
Lake-in-the-Hills	152	5,651	163	1,669	121	25,427
Lake Villa	230	1,462	225	497	212	20,967
Lake Zurich	133	8,225	137	2,592	66	28,809
Lakemoor	257	723	254	252	261	$ 17,829
Lakewood	239	1,254	241	384	28	37,637
Lansing	33	29,039	28	10,371	148	24,139
Lemont	153	5,640	151	1,948	206	21,266
Libertyville	74	16,520	80	5,307	46	31,815
Lincolnshire	176	4,151	186	1,185	4	$ 54,147
Lincolnwood	102	11,921	102	4,094	34	36,463
Lindenhurst	144	6,220	161	1,749	63	29,029
Lisle	89	13,625	82	5,090	108	26,123
Lockport	125	9,170	120	3,338	178	22,718
Lombard	22	37,295	21	12,981	113	$ 25,911
Long Grove	216	2,013	224	534	14	46,713
Long Lake (C)	209	2,201	212	733	237	19,432
Lynwood	174	4,195	177	1,374	137	24,662
Lyons	117	9,925	106	3,965	225	20,216

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Manhattan	219	1,944	215	670	167	$ 23,038
Maple Park	259	637	257	216	263	17,692
Marengo	171	4,361	164	1,631	247	18,527
Markham	82	15,172	105	3,971	155	23,265
Matteson	115	10,223	125	3,203	77	27,667
Maywood	38	27,998	42	8,357	240	$ 19,199
McCook	269	303	266	135	230	20,000
McCullom Lake	250	947	248	318	259	17,875
McHenry	109	10,908	107	3,929	198	21,601
McHenry Shores	247	1,041	249	317	127	25,060
Melrose Park	57	20,735	45	7,982	243	$ 18,903
Merrionette Park	213	2,054	199	935	265	17,222
Mettawa	268	330	268	108	33	36,542
Midlothian	85	14,274	87	4,554	182	22,283
Minooka	228	1,565	226	495	91	27,073
Mokena	166	4,578	168	1,522	192	$ 21,842
Monee	248	993	242	371	216	20,673
Montgomery	193	3,369	183	1,240	192	21,842
Morton Grove	45	23,747	46	7,949	57	29,952
Mount Prospect	13	52,634	14	18,769	90	27,093
Mundelein	69	17,053	77	5,519	138	$ 24,610
Naperville	18	42,330	20	13,043	40	34,147
New Lenox	150	5,792	154	1,925	114	25,896
Niles	31	30,363	29	10,232	124	25,244
Norridge	75	16,483	74	5,668	145	24,325
North Aurora	161	5,205	156	1,897	183	$ 22,240
North Barrington	229	1,475	230	460	12	49,908
North Chicago	20	38,774	57	6,999	271	15,853
North Riverside	139	6,764	130	2,906	227	20,076
Northbrook	29	30,778	33	9,552	22	39,926
Northfield	149	5,807	146	2,033	38	$ 34,446
Northlake	101	12,166	98	4,227	184	22,233
Oak Brook	140	6,641	149	1,970	3	55,667
Oak Forest	41	26,096	49	7,708	93	26,812
Oak Lawn	8	60,590	10	20,725	146	24,202
Oak Park	10	54,887	7	22,511	217	$ 20,601
Oakbrook Terrace	208	2,285	192	1,124	176	22,785
Oakwood Hills	238	1,255	236	401	129	25,049
Old Mill Creek	275	84	275	30	116	25,625
Olympia Fields	178	4,146	184	1,218	7	51,360
Orland Park	52	23,045	58	6,963	59	$ 29,558
Palatine	27	32,166	27	10,628	54	30,396
Palos Heights	108	11,096	123	3,242	37	34,462
Palos Hills	73	16,654	75	5,607	97	26,476
Palos Park	194	3,150	198	990	39	34,426
Park City	188	3,673	165	1,626	249	$ 18,145
Park Forest	39	26,222	37	8,985	163	23,072
Park Ridge	21	38,704	19	13,275	49	31,056
Peotone	198	2,832	196	1,009	208	21,204
Phoenix	197	2,850	204	904	274	13,445

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Pingree Grove	273	183	272	63	230	$ 20,000
Pistakee Highlands (C)	190	3,623	188	1,173	158	23,125
Plainfield	186	3,767	178	1,347	170	22,983
Posen	165	4,642	167	1,548	202	21,508
Prairie Grove	258	680	259	199	48	31,408
Prospect Hts.	103	11,808	85	4,679	174	$ 22,841
Richmond	246	1,068	240	388	223	20,333
Richton Park	120	9,403	121	3,314	147	24,194
River Forest	100	12,392	103	4,050	51	30,561
River Grove	114	10,368	95	4,254	236	19,599
Riverdale	93	13,233	76	5,606	229	$ 20,028
Riverside	123	9,236	117	3,535	67	28,566
Riverwoods	200	2,804	208	810	11	50,000
Robbins	127	8,853	140	2,310	273	14,826
Rockdale	220	1,913	214	713	250	18,136
Rolling Meadows	58	20,167	59	6,905	130	$ 25,045
Romeoville	77	15,519	109	3,838	125	25,226
Roselle	70	16,948	71	5,792	69	28,414
Rosemont	179	4,137	147	1,983	248	18,465
Round Lake	203	2,644	203	911	264	17,259
Round Lake Beach	94	12,921	113	3,612	172	$ 22,928
Round Lake Hts.	241	1,192	243	353	210	21,087
Round Lake Pk.	181	4,032	180	1,285	224	20,279
St. Charles	66	17,492	66	6,165	141	24,510
Sauk Village	110	10,906	131	2,847	135	24,827
Schaumburg	12	53,305	12	19,488	101	$ 26,273
Schiller Park	106	11,458	96	4,244	194	21,787
Shorewood	164	4,714	173	1,408	55	30,253
Skokie	9	60,278	8	22,314	83	27,402
Sleepy Hollow	218	2,000	218	604	29	37,609
South Barrington	243	1,168	250	307	10	$ 50,165
South Chicago Hts.	183	3,932	172	1,435	266	17,096
South Elgin	145	6,218	158	1,859	177	22,728
South Holland	42	24,977	52	7,506	62	29,214
Spring Grove	261	571	260	183	92	26,923
Steger	121	9,269	124	3,235	253	$ 18,011
Stickney	147	5,893	142	2,185	191	21,849
Stone Park	173	4,273	176	1,376	235	19,617
Streamwood	47	23,456	63	6,445	99	26,427
Sugar Grove	234	1,366	238	395	74	27,844
Summit	116	10,110	114	3,568	254	$ 18,007
Sunnyside	231	1,432	232	423	140	24,512
Symerton	274	120	274	35	214	20,833
Third Lake	271	222	270	75	103	26,250
Thornton	195	3,022	197	1,006	109	26,085
Tinley Park	40	26,171	43	8,314	131	$ 25,023
Tower Lakes	242	1,177	244	342	16	45,407
Union	260	622	258	203	239	19,271
University Park	143	6,245	144	2,062	164	23,069
Valley View	212	2,112	220	572	179	22,567

SIZE AND INCOME OF 275 SUBURBS (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Venetian Village (C)	199	2,817	201	930	154	$ 23,333
Vernon Hills	119	9,827	111	3,667	98	26,432
Villa Park	50	23,185	47	7,900	132	24,962
Wadsworth	245	1,104	246	324	58	29,671
Warrenville	134	7,519	134	2,721	96	26,563
Wauconda	151	5,688	150	1,957	201	$ 21,523
Waukegan	4	67,653	5	24,134	241	19,091
Wayne	251	940	247	322	30	37,333
West Chicago	99	12,550	101	4,099	220	20,466
West Dundee	191	3,551	175	1,381	232	19,803
Westchester	64	17,730	65	6,170	75	$ 27,843
Western Springs	95	12,876	93	4,281	41	34,122
Westhaven	201	2,784	210	767	126	25,072
Westmont	72	16,718	61	6,703	175	22,824
Wheaton	16	43,043	18	14,379	72	27,996
Wheeling	49	23,266	36	9,038	152	$ 23,505
Wildwood (C)	214	2,034	217	626	94	26,605
Willow Springs	177	4,147	174	1,405	110	26,055
Willowbrook	163	4,953	145	2,047	50	30,648
Wilmette	37	28,229	31	9,725	31	37,014
Wilmington	168	4,424	166	1,576	209	$ 21,133
Winfield	169	4,422	181	1,263	42	33,816
Winnetka	96	12,772	94	4,260	13	49,053
Winthrop Harbor	156	5,438	162	1,733	136	24,743
Wonder Lake (C)	146	5,917	143	2,081	258	17,908
Wonder Lake (Inc.)	256	752	255	251	168	$ 23,029
Wood Dale	107	11,251	112	3,656	82	27,473
Woodridge	53	22,322	48	7,823	104	26,248
Woodstock	104	11,725	91	4,420	246	18,556
Worth	105	11,592	97	4,230	195	21,778
Zion	63	17,861	73	5,696	218	$ 20,593

(Inc.) - Incorporated.
(C) - Census Designated Place.

SOURCE: U.S. Census - 1980.

22	Riverside - San Bernardino, CA	1,825,400	Total	351,400	1,474,000
			Riverside, CA	(182,000)	
			San Bernardino, CA	(131,500)	
			Palm Springs, CA	(37,900)	
23	Miami - Hialeah, FL	1,755,900	Total	648,200	1,107,700
			Miami, FL	(384,500)	
			Hialeah, FL	(165,700)	
			Miami Beach, FL	(98,000)	
24	Phoenix, AZ	1,736,000	Total	1,281,900	454,100
			Phoenix, AZ	(861,100)	
			Mesa, AZ	(198,900)	
			Tempe, AZ	(119,300)	
			Scottsdale, AZ	(102,600)	
25	Seattle, WA	1,699,900	Total	573,600	1,126,300
			Seattle, WA	(487,400)	
			Everett, WA	(56,800)	
			Auburn, WA	(29,400)	
26	Denver, CO	1,608,600	Denver, CO	492,600	1,116,000
27	San Francisco, CA	1,526,300	San Francisco, CA	688,600	837,700
28	Kansas City, MO - KS	1,473,100	Total	679,700	793,400
			Kansas City, MO	(439,600)	
			Kansas City, KS	(157,400)	
			Olathe, KS	(47,800)	
			Leavenworth, KS	(34,900)	
29	Cincinnati, OH - KY - IN	1,403,500	Cincinnati, OH	368,100	1,035,400
30	Milwaukee, WI	1,390,900	Total	661,100	729,800
			Milwaukee, WI	(608,700)	
			Waukesha, WI	(52,400)	

Rank	M.S.A. Name	M.S.A. Total Population	Central Cities Name	Central Cities Population	Outside Central Cities Population
31	San Jose, CA	1,377,500	Total	747,400	630,100
			San Jose, CA	(691,400)	
			Palo Alto, CA	(56,000)	
32	New Orleans, LA	1,337,900	Total	596,900	741,000
			New Orleans, LA	(563,300)	
			Slidell, LA	(33,600)	
33	Columbus, OH	1,281,200	Total	641,900	639,300
			Columbus, OH	(564,100)	
			Newark, OH	(41,500)	
			Lancaster, OH	(36,300)	
34	Bergen - Passaic, NJ	1,281,100	Paterson, NJ	134,600	1,146,500
35	Norfolk - Virginia Beach - Newport News, VA	1,260,900	Total	1,022,900	238,000
			Virginia Beach, VA	(315,600)	
			Norfolk, VA	(279,000)	
			Newport News, VA	(150,800)	
			Hampton, VA	(125,800)	
			Portsmouth, VA	(103,100)	
			Suffolk, VA	(48,600)	
36	Sacramento, CA	1,242,400	Total	410,000	832,400
			Sacramento, CA	(306,400)	
			Davis, CA	(40,100)	
			Woodland, CA	(33,600)	
			Roseville, CA	(29,900)	
37	Indianapolis, IN	1,198,700	Indianapolis, IN	708,500	490,200
38	San Antonio, TX	1,190,700	San Antonio, TX	860,100	330,600

39	Fort Lauderdale - Hollywood - Pompano Beach, FL	1,142,000	Total	346,500	795,500
			Fort Lauderdale, FL	(154,600)	
			Hollywood, FL	(124,200)	
			Pompano Beach, FL	(67,700)	
40	Fort Worth - Arlington, TX	1,141,000	Total	632,700	508,300
			Fort Worth, TX	(417,500)	
			Arlington, TX	(215,200)	
41	Portland, OR	1,140,600	Portland, OR	365,000	775,600
42	Salt Lake City - Ogden, UT	1,032,700	Total	235,600	797,100
			Salt Lake City, UT	(166,900)	
			Ogden, UT	(68,700)	
43	Charlotte - Gastonia - Rock Hill, NC - SC	1,031,600	Total	452,200	579,400
			Charlotte, NC	(333,800)	
			Gastonia, NC	(47,800)	
			Rock Hill, SC	(38,400)	
			Kannapolis, NC	(32,200)	

* No Central City Present Under Office of Management and Budget Definitions.

SOURCES: United States Office of Management and Budget;
Sales Management - 1985 Survey of Buying Power Estimates.

PROJECTED POPULATION AND HOUSEHOLDS OF THE 275 SUBURBAN PLACES WITHIN THE NICA*

- 2005 -

Showing population and number of households ... with towns ranked in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households
Addison	29	39,520	38	13,350
Algonquin	59	25,181	74	8,165
Alsip	72	21,299	57	9,872
Antioch	151	8,754	153	3,340
Arbury Hills (C)	d.n.a.		d.n.a.	
Arlington Heights	7	81,112	7	31,646
Aurora	1	150,[illegible]	1	55,186
Bannockburn	239	1,368	250	242
Barrington	116	13,707	118	5,123
Barrington Hills	187	4,972	193	1,609
Bartlett	60	24,982	78	7,836
Batavia	89	18,551	93	6,969
Bedford Park	246	865	243	350
Beecher	205	3,322	205	1,289
Bellwood	92	18,323	96	6,728
Bensenville	87	18,800	92	6,970
Berkeley	190	4,526	187	1,941
Berwyn	22	46,960	17	20,495
Bloomingdale	38	34,800	48	11,570
Blue Island	70	21,590	62	9,236
Bolingbrook	17	54,035	20	18,887
Braidwood	172	6,504	181	2,121
Bridgeview	105	15,581	98	6,620
Broadview	162	7,623	152	3,342
Brookfield	97	17,173	85	7,525
Buffalo Grove	23	45,874	25	16,621
Bull Valley	236	1,446	237	504
Burbank	66	23,735	63	9,125
Burlington	251	597	251	228
Burnham	194	4,078	195	1,534
Burr Ridge	150	9,022	162	2,888
Calumet City	32	37,525	26	16,443
Calumet Park	153	8,415	154	3,300
Carol Stream	36	35,800	30	14,270
Carpentersville	45	32,449	53	10,667
Cary	102	16,572	103	6,179
Channahon	135	11,231	151	3,350
Channel Lake (C)	d.n.a.		d.n.a.	
Chicago Heights	33	37,356	33	13,700
Chicago Ridge	98	17,152	100	6,495
Cicero	15	57,261	9	24,883
Clarendon Hills	156	8,180	161	3,010
Country Club Hills	90	18,472	113	5,483
Countryside	175	6,176	159	3,050
Crest Hill	101	16,660	101	6,345

* Northeastern Illinois Counties Area formerly Chicago SMSA.

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2005 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Crestwood	96	17,326	95	6,867
Crete	132	11,725	130	4,484
Crystal Lake	37	35,230	31	13,792
Darien	56	28,340	51	11,010
Deer Park	220	2,251	225	713
Deerfield	100	16,978	102	6,335
Des Plaines	11	59,391	15	22,079
Dixmoor	195	4,014	192	1,624
Dolton	82	19,618	71	8,382
Downers Grove	14	57,380	16	21,030
East Chicago Hts.	181	5,763	191	1,662
East Dundee	167	7,056	168	2,623
East Hazelcrest	237	1,441	236	532
Elburn	199	3,797	200	1,473
Elgin	3	97,206	2	40,248
Elk Grove Village	28	42,714	29	14,521
Elmhurst	21	48,480	27	16,300
Elmwood Park	74	20,784	59	9,643
Elwood	242	1,009	242	369
Evanston	8	75,144	8	28,848
Evergreen Park	80	19,814	77	8,000
Flossmoor	141	9,987	144	3,703
Forest Lake (C)	d.n.a.		d.n.a.	
Forest Park	106	15,504	82	7,749
Forest View	248	800	245	314
Fox Lake	130	11,814	119	5,097
Fox Lake Hills (C)	d.n.a.		d.n.a.	
Fox River Grove	197	3,906	194	1,577
Fox Rvr Vly Grdns	233	1,601	234	575
Frankfort	131	11,791	142	3,827
Franklin Park	95	17,469	90	7,105
Gages Lake (C)	d.n.a.		d.n.a.	
Geneva	126	12,624	116	5,185
Gilberts	235	1,493	232	595
Glen Ellyn	42	33,700	44	12,770
Glencoe	160	7,902	157	3,167
Glendale Heights	44	32,720	43	12,930
Glenview	19	50,236	19	19,356
Glenwood	75	20,745	72	8,378
Godley*	252	470	254	136
Golf	253	461	252	164
Grass Lake (C)	d.n.a.		d.n.a.	
Grayslake	110	14,662	106	5,909
Green Oaks	222	2,232	229	669
Gurnee	67	23,023	60	9,618
Hainesville	258	194	260	60
Hampshire	212	2,973	209	1,105
Hanover Park	40	34,111	36	13,455
Harvard	174	6,208	176	2,320
Harvey	31	37,806	46	12,000

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2005 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Harwood Heights	166	7,382	146	3,542
Hawthorn Woods	210	3,010	215	1,000
Hazel Crest	77	20,470	86	7,454
Hebron	243	902	241	372
Hickory Hills	112	14,464	114	5,429
Highland Park	39	34,220	40	13,055
Highwood	183	5,470	183	2,060
Hillside	157	8,134	147	3,482
Hinsdale	85	18,971	94	6,926
Hodgkins	227	2,098	211	1,042
Hoffman Estates	9	62,870	10	24,567
Holiday Hills	228	2,016	228	671
Hometown	189	4,582	186	1,990
Homewood	69	22,162	68	8,524
Huntley	226	2,120	223	777
Indian Creek	254	320	255	112
Indian Head Park	204	3,434	202	1,383
Ingleside (C)	d.n.a.		d.n.a.	
Inverness	173	6,353	188	1,937
Island Lake	184	5,179	189	1,809
Itasca	118	13,110	133	4,400
Joliet	4	93,661	6	34,587
Justice	117	13,413	109	5,741
Kenilworth	217	2,687	219	845
Kildeer	219	2,659	221	804
La Grange	113	14,370	104	6,089
La Grange Park	127	12,255	115	5,341
Lake Barrington	209	3,059	208	1,209
Lake Bluff	171	6,508	166	2,757
Lake Catherine (C)	d.n.a.		d.n.a.	
Lake Forest	73	21,041	80	7,786
Lake-in-the-Hills	165	7,434	174	2,439
Lake Villa	211	3,000	206	1,220
Lake Zurich	103	16,448	108	5,837
Lakemoor	243	902	244	315
Lakewood	215	2,748	218	870
Lansing	51	30,159	39	13,195
Lemont	154	8,375	156	3,225
Libertyville	55	28,793	58	9,795
Lincolnshire	164	7,500	169	2,542
Lincolnwood	140	10,189	136	4,159
Lindenhurst	120	13,063	138	4,031
Lisle	43	33,120	41	13,010
Lockport	109	14,935	99	6,613
Lombard	20	48,500	22	17,440
Long Grove	218	2,684	222	783
Long Lake (C)	d.n.a.		d.n.a.	
Lynwood	186	5,009	185	2,028
Lyons	145	9,271	137	4,080
Manhattan	216	2,706	213	1,035

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2005 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Maple Park	249	799	248	286
Marengo	185	5,085	179	2,216
Markham	107	15,107	131	4,482
Matteson	65	23,978	70	8,491
Maywood	53	29,279	65	8,731
McCook	254	320	253	162
McCullom Lake	238	1,419	238	500
McHenry	58	27,490	50	11,208
McHenry Shores	d.n.a.		d.n.a.	
Melrose Park	83	19,570	67	8,564
Merrionette Park	221	2,246	213	1,035
Mettawa	247	843	247	300
Midlothian	108	15,084	112	5,545
Kinooka*	259	191	258	69
Mokena	124	12,678	129	4,496
Monee	225	2,166	220	825
Montgomery**	176	6,16[illegible]	175	2,350
Morton Grove	78	20,317	73	8,213
Mount Prospect	10	62,200	11	24,312
Mundelein	61	24,816	61	9,294
Naperville	2	102,758	4	36,060
New Lenox	123	12,778	126	4,571
Niles	46	32,333	37	13,402
Norridge	114	14,094	107	5,865
North Aurora	148	9,104	143	3,764
North Barrington	231	1,749	230	660
North Chicago	25	44,064	55	10,125
North Riverside	168	6,838	160	3,041
Northbrook	35	37,165	34	13,667
Northfield	147	9,268	149	3,429
Northlake	134	11,292	127	4,520
Oak Brook	139	10,350	155	3,240
Oak Forest	52	29,847	54	10,409
Oak Lawn	18	53,900	13	22,831
Oak Park	16	54,605	12	23,651
Oakbrook Terrace	163	7,600	140	3,920
Oakwood Hills	240	1,341	240	464
Old Mill Creek	260	169	257	70
Olympia Fields	179	5,907	182	2,073
Orland Park	24	44,622	24	16,981
Palatine	26	43,422	23	17,069
Palos Heights	129	11,861	139	4,024
Palos Hills	86	18,895	87	7,309
Palos Park	169	6,739	178	2,288
Park City	188	4,921	172	2,477
Park Forest	49	30,917	45	12,153
Park Ridge	34	37,203	35	13,648
Peotone	200	3,742	197	1,487
Phoenix	214	2,810	216	987
Pingree Grove	256	288	256	103

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2005 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Pistakee Highlands (C)	d.n.a.		d.n.a.	
Plainfield	93	18,197	91	7,025
Posen	182	5,496	179	2,216
Prairie Grove	224	2,230	224	741
Prospect Heights	118	13,260	105	6,000
Richmond	241	1,133	239	485
Richton Park	99	16,981	97	6,719
River Forest	128	12,037	135	4,300
River Grove	142	9,956	134	4,378
Riverdale	121	12,983	110	5,689
Riverside	158	8,112	145	3,568
Riverwoods	192	4,301	203	1,373
Robbins	146	9,270	165	2,798
Rockdale	207	3,244	207	1,214
Rolling Meadows	79	20,213	79	7,828
Romeoville	64	24,150	89	7,108
Roselle	63	24,378	64	8,974
Rosemont	202	3,654	184	2,049
Round Lake	177	6,130	170	2,520
Round Lake Beach	94	17,479	117	5,150
Round Lake Heights	222	2,232	226	702
Round Lake Park	155	8,270	164	2,814
St. Charles	50	30,628	47	11,848
Sauk Village	104	16,150	120	4,924
Schaumburg	5	88,970	3	37,071
Schiller Park	136	11,141	124	4,695
Shorewood	149	9,073	158	3,097
Skokie	12	59,308	14	22,689
Sleepy Hollow	213	2,955	211	1,042
South Barrington	208	3,094	217	882
South Chicago Hts.	196	4,008	190	1,720
South Elgin	144	9,805	148	3,444
South Holland	68	22,294	75	8,158
Spring Grove	229	2,000	227	680
Steger	133	11,326	123	4,753
Stickney	180	5,796	177	2,305
Stone Park	198	3,878	201	1,396
Streamwood	47	32,279	52	10,708
Sugar Grove	191	4,518	198	1,485
Summit	143	9,886	141	3,909
Sunnyside	203	3,603	210	1,063
Symerton	257	212	259	65
Third Lake	250	699	249	282
Thornton	206	3,291	204	1,311
Tinley Park	27	43,132	28	15,549
Tower Lakes	234	1,556	235	533
Union	245	869	246	304
University Park	76	20,511	84	7,642
Valley View	d.n.a.		d.n.a.	
Venetian Village (C)	d.n.a.		d.n.a.	

PROJECTED POPULATION AND HOUSEHOLDS
OF 275 SUBURBS - 2005 - (Continued)

Municipality	Rank	Population	Rank	Number of Households
Vernon Hills	84	19,011	69	8,494
Villa Park	62	24,800	66	8,640
Wadsworth	230	1,910	231	615
Warrenville	111	14,620	111	5,580
Wauconda	170	6,676	167	2,738
Waukegan	6	85,637	5	35,619
Wayne	193	4,193	199	1,478
West Chicago	41	34,000	49	11,460
West Dundee	152	8,500	150	3,400
Westchester	88	18,580	81	7,765
Western Springs	125	12,674	128	4,513
Westhaven	159	7,925	171	2,500
Westmont	54	29,120	32	13,760
Wheaton	13	57,810	18	20,480
Wheeling	30	38,981	21	17,639
Wildwood (C)	d.n.a.		d.n.a.	
Willow Springs	201	3,656	196	1,529
Willowbrook	138	10,600	121	4,890
Wilmette	57	27,681	56	10,034
Wilmington	178	5,930	173	2,472
Winfield	115	14,060	132	4,430
Winnetka	122	12,800	125	4,590
Winthrop Harbor	161	7,686	163	2,821
Wonder Lake (C)	d.n.a.		d.n.a.	
Wonder Lake (Inc.)	232	1,673	233	587
Wood Dale	81	19,640	83	7,720
Woodridge	48	31,760	42	12,970
Woodstock	91	18,402	76	8,102
Worth	137	10,903	122	4,761
Zion	71	21,327	88	7,281

* Will County Portion Only.
** Kane County Portion Only.

(C) - Census Designated Place.
(Inc.) - Incorporated.
d.n.a. - data not available.

SOURCE: Northeastern Illinois Planning Commission Estimates.

SIZE AND INCOME
OF THE 54 INCORPORATED AND CENSUS DESIGNATED PLACES
WITHIN THE CHICAGO-GARY-LAKE COUNTY CMSA-NON NICA*

Showing population, number of households, and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Beverly Shores, IN	41	864	39	374	35	$ 20,560
Boulder Hill, IL (C)	16	9,333	17	2,886	8	26,670
Braceville, IL	45	721	45	236	32	20,677
Burns Harbor, IN	40	920	41	313	14	24,375
Camp Lake, WI (C)	33	2,060	32	752	49	18,631
Carbon Hill, IL	48	406	48	126	21	$ 22,417
Cedar Lake, IN	18	8,754	18	2,841	36	20,427
Chesterton, IN	19	8,531	16	3,002	20	22,562
Coal City, IL	28	3,028	26	1,155	31	20,774
Crown Point, IN	12	16,455	12	5,398	15	24,069
Diamond, IL	38	1,170	38	404	26	$ 21,411
Dune Acres, IN	50	291	50	105	2	33,451
Dyer, IN	15	9,555	19	2,840	7	26,815
East Brooklyn, IL	54	84	54	35	48	18,750
East Chicago, IN	4	39,786	4	13,687	53	17,180
Eileen, IL	46	569	46	203	28	$ 20,978
Gardner, IL	37	1,322	37	484	24	21,553
Gary, IN	1	151,953	1	49,445	52	17,235
Griffith, IN	11	17,026	11	6,004	12	24,527
Hammond, IN	2	93,714	2	34,280	40	19,959
Hebron, IN	31	2,696	31	927	18	$ 23,062
Highland, IN	7	25,935	7	8,514	6	26,832
Hobart, IN	8	22,987	8	7,917	16	23,688
Kenosha, WI	3	77,685	3	27,964	46	18,927
Kinsman, IL	53	153	53	53	42	19,464
Kouts, IN	34	1,619	36	540	38	$ 20,136
Lake Station, IN	13	14,294	14	4,568	29	20,803
Lisbon, IL	51	259	51	92	54	15,179
Lowell, IN	21	5,827	21	1,845	23	21,895
Mazon, IL	42	828	42	302	27	21,000
Merrillville, IN	5	27,677	6	9,135	10	$ 25,525
Millington, IL	47	439	47	144	44	19,038
Morris, IL	17	8,833	15	3,475	45	19,006
Munster, IN	10	20,671	10	6,759	3	31,237
New Chicago, IN	27	3,284	27	1,138	25	21,510
Newark, IL	43	798	43	273	43	$ 19,375
Ogden Dunes, IN	36	1,489	35	551	1	35,000
Oswego, IL	29	3,021	30	1,022	17	23,516
Paddock Lake, WI	32	2,207	33	718	30	20,801
Plano, IL	23	4,875	23	1,647	39	20,048
Portage, IN	6	27,409	5	9,151	11	$ 24,584
Porter, IN	30	2,988	29	1,030	19	22,667
St. John, IN	24	3,974	28	1,132	4	31,143
Schererville, IN	14	13,209	13	4,757	13	24,515
Schneider, IN	49	364	49	117	37	20,179

* Northeastern Illinois Counties Area formerly Chicago SMSA.

SIZE AND INCOME OF 54 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO-GARY-LAKE COUNTY CMSA-NON NICA* (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Silver Lake, WI	35	1,598	34	569	41	$ 19,613
South Haven, IN (C)	20	6,679	22	1,832	9	25,592
South Wilmington, IL	44	747	44	270	50	18,409
Town of Pines, IN	39	962	40	339	47	18,906
Twin Lakes, WI	25	3,474	24	1,228	51	17,773
Valparaiso, IN	9	22,247	9	7,486	34	$ 20,651
Verona, IL	52	251	52	76	5	27,917
Whiting, IN	22	5,630	20	2,215	33	20,667
Yorkville, IL	26	3,422	25	1,215	22	22,118

(C) - Census Designated Place.
* Northeastern Illinois Counties Area formerly Chicago SMSA.

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 70 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI - ILLINOIS NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing population, number of households and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Aroma Park	44	673	46	222	63	$ 15,278
Bonfield	61	294	61	97	11	20,625
Bourbonnais	5	13,280	8	3,900	3	22,500
Bradley	7	11,008	7	3,939	45	17,487
Buckingham	56	330	62	92	52	16,429
Cabery	57	327	56	125	69	$ 12,875
Campus	65	224	65	77	19	19,688
Cedar Point	55	344	55	133	19	19,688
Chatsworth	29	1,187	25	504	34	18,750
Chebanse	28	1,191	30	402	25	19,178
Cornell	48	603	47	218	59	$ 15,795
Cortland	34	1,019	32	378	8	21,107
Cullom	47	608	43	243	62	15,417
Dalzell	39	824	40	268	48	17,212
Dana	63	243	64	86	58	15,833
DeKalb	1	33,099	2	9,617	61	$ 15,500
Dwight	14	4,146	14	1,505	15	20,344
Earlville	24	1,382	23	538	44	17,647
Emington	68	119	68	46	66	15,000
Essex	52	463	52	160	18	20,234
Fairbury	16	3,544	16	1,373	31	$ 18,887
Flanagan	36	978	34	374	49	17,098
Forrest	26	1,246	26	481	33	18,804
Genoa	18	3,276	19	1,161	37	18,254
Grand Ridge	43	684	45	231	2	23,654
Grant Park	33	1,038	33	376	30	$ 18,903
Herscher	27	1,214	29	428	5	21,537
Hinckley	22	1,447	24	520	7	21,310
Irwin	69	112	69	33	1	24,375
Kangley	62	280	59	101	36	18,611
Kankakee	2	30,141	1	10,959	67	$ 14,852
Kingston	46	618	48	210	40	17,778
Kirkland	30	1,155	28	433	21	19,500
LaSalle	9	10,347	5	4,173	68	14,478
Lee	59	304	58	108	28	19,000
Leland	40	775	39	292	41	$ 17,772
Leonore	66	196	66	68	60	15,625
Long Point	58	313	57	111	57	16,000
Lostant	50	539	50	195	47	17,216
Malta	35	995	37	342	17	20,291
Manteno	19	3,155	17	1,257	43	$ 17,693
Marseilles	13	4,766	13	1,797	32	18,826
Mendota	11	7,134	11	2,643	50	16,978
Momence	17	3,297	18	1,240	65	15,040
Naplate	49	581	44	235	23	19,375

SIZE AND INCOME OF 70 INCORPORATED AND
CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI -
ILLINOIS NON CHICAGO-GARY-LAKE COUNTY PORTION (Continued)

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
North Utica	32	1,067	31	389	46	$ 17,361
Odell	31	1,083	35	366	10	20,648
Oglesby	15	3,979	15	1,487	53	16,227
Ottawa	3	18,166	3	7,008	28	19,000
Pembroke	44	673	49	204	70	7,228
Peru	8	10,886	6	4,113	26	$ 19,117
Pontiac	6	11,227	9	3,610	39	17,780
Ransom	54	456	54	156	14	20,357
Reddick	63	243	63	91	6	21,406
Rutland	51	487	52	160	55	16,161
St. Anne	23	1,421	22	554	64	$ 15,175
Sandwich	12	5,244	12	1,871	22	19,431
Saunemin	52	463	51	173	51	16,895
Seneca	21	2,098	21	699	4	22,202
Shabbona	38	851	38	305	42	17,765
Sheridan	41	719	42	263	9	$ 20,774
Somonauk	25	1,344	27	474	34	18,750
South Streator (C)	20	2,334	20	796	38	18,096
Strawn	67	143	67	53	12	20,500
Streator	4	14,791	4	5,661	54	16,203
Sycamore	10	9,219	10	3,517	24	$ 19,222
Tonica	42	695	41	265	56	16,125
Troy Grove	60	297	60	99	27	19,038
Union Hill	70	82	70	27	12	20,500
Waterman	37	943	36	349	16	20,313

(C) - Census Designated Place.

SOURCE: U.S. Census - 1980.

SIZE AND INCOME OF THE 23 INCORPORATED AND CENSUS DESIGNATED PLACES WITHIN THE CHICAGO ADI - INDIANA NON CHICAGO-GARY-LAKE COUNTY CMSA PORTION

Showing population, number of households, and median household income ... with towns ranked, in descending order, for each measure.

Municipality	Rank	Population	Rank	Number of Households	Median Household Income Rank	Median Household Income Amount
Brook	16	926	15	369	22	$ 13,750
Collegeville (C)	15	1,059	22	78	5	21,250
De Motte	6	2,559	5	855	7	19,743
Goodland	14	1,200	14	443	21	14,861
Hudson Lake (C)	12	1,347	12	492	20	15,163
Kentland	8	1,936	7	757	15	$ 16,641
Kingsbury	21	329	20	105	18	15,556
Kingsford Heights	10	1,618	13	490	17	15,682
La Crosse	19	713	18	252	12	17,188
La Porte	2	21,796	2	8,578	16	15,898
Long Beach	7	2,262	6	799	2	$ 30,123
Michiana Shores	20	464	19	185	9	17,813
Michigan City	1	36,850	1	12,697	13	17,033
Morocco	11	1,348	10	528	23	13,690
Mt. Ayr	23	207	23	66	8	18,250
Pine Lake (C)	9	1,676	9	574	3	$ 26,859
Pottawattomie Park	22	284	21	103	1	35,735
Remington	13	1,268	11	503	11	17,500
Rensselaer	3	4,944	3	1,893	19	15,500
Trail Creek	5	2,581	4	868	4	26,649
Wanatah	17	879	16	314	6	$ 20,938
Westville	4	2,887	8	712	10	17,708
Wheatfield	18	755	17	265	14	16,771

(C) - Census Designated Place.

SOURCE: U.S. Census - 1980.

ECONOMIC INDICATORS

NORTHEASTERN ILLINOIS COUNTIES AREA

Year	Marriages	Recorded Births	Deaths	New Car Sales*
1960	51,809	152,525	61,139	323,199
1961	52,129	152,394	60,868	276,988
1962	51,144	149,164	61,951	334,930
1963	54,825	146,007	63,612	358,171
1964	57,365	144,437	63,252	361,023
1965	58,627	136,180	64,509	448,056
1966	60,179	132,199	66,334	421,389
1967	61,593	128,616	65,557	395,595
1968	66,050	125,983	67,766	431,611
1969	68,756	127,555	65,960	437,222
1970	67,965	133,701	66,531	383,000
1971	68,079	126,530	65,063	471,204
1972	68,823	114,237	66,446	500,197
1973	70,198	108,174	66,285	532,236
1974	67,099	107,281	63,433	456,111
1975	65,056	107,290	60,795	385,403
1976	63,975	108,258	61,681	473,067
1977	63,110	112,105	60,804	514,913
1978	62,936	110,505	60,216	482,053
1979	64,668	117,167	60,291	443,696
1980	65,616	121,626	60,517	358,189
1981	65,942	118,665	59,962	330,311
1982	65,315	118,528	59,045	336,600
1983	64,656	115,040	60,329	378,777
1984	60,889	116,742	59,224	395,744

(*) NICA and Gary-Hammond PMSA.

RESIDENTIAL BUILDING PERMITS*

	Number of Units			
Year	Single Family Homes	Apartments	Public Housing	Total
1960	26,113	12,388	5,372	43,873
1961	24,415	16,363	4,186	44,964
1962	22,037	19,748	1,017	42,802
1963	19,737	18,314	1,463	39,514
1964	19,075	17,520	1,100	37,695
1965	21,172	19,201	204	40,577
1966	18,407	19,042	1,117	38,566
1967	21,879	25,398	939	48,216
1968	23,679	33,020	1,505	58,204
1969	18,396	30,425	2,610	51,431
1970	14,470	23,386	346	38,202
1971	25,788	36,981	192	62,961
1972	24,163	33,102	218	57,483
1973	19,564	23,292	99	42,955
1974	11,617	10,421	317	22,355
1975	14,938	8,326	300	23,564
1976	24,631	12,576	-	37,207
1977	32,787	17,156	-	49,943
1978	29,073	16,993	-	46,066
1979	13,437	13,734	-	27,171
1980	6,035	6,955	-	12,990
1981	4,802	4,658	190	9,650
1982	5,108	5,440	381	10,929
1983	12,887	9,210	324	22,421
1984	14,292	7,255	271	21,818

(*) NICA and Gary-Hammond PMSA.

SOURCES: Marriages, Births and Deaths . . . Dept. of Public Health, State of Illinois;
New Car Sales . . . Chicago Assn. of Commerce & Industry;
Building Permits . . . Bell Federal Savings & Loan Association.

BUILDING PERMITS REPORTED (Units)
JANUARY 1980 - SEPTEMBER 1985
CITY OF CHICAGO COMMUNITY AREAS

Community Area Number	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
1	27	8	16	213	17	221
2	29	7	8	392	8	399
3*	16	25	9	356	9	381
4	60	1	35	39	43	40
5	47	3	26	99	29	102
6	29	7	6	441	6	448
7	1	374	5	1,049	4	1,423
8	55	2	1	4,406	1	4,408
9	39	5	41	25	49	30
10	4	77	23	120	18	197
11	19	18	29	89	27	107
12	22	12	60	0	58	12
13	44	4	50	9	57	13
14	21	14	30	85	31	99
15	20	15	21	136	23	151
16	47	3	51	8	59	11
17	5	70	17	175	14	245
18	36	6	38	31	45	37
19	47	3	40	26	50	29
20	67	0	59	2	69	2
21	47	3	55	4	62	7
22	44	4	7	440	7	444
23	27	8	22	128	24	136
24	36	6	12	273	12	279
25	29	7	33	55	36	62
26	55	2	48	15	54	17
27	67	0	4	1,395	5	1,395
28	60	1	2	2,340	2	2,341
29	8	46	47	16	36	62
30	39	5	60	0	64	5
31	55	2	34	47	39	49
32	60	1	3	1,645	3	1,646
33	67	0	10	346	10	346
34	23	11	20	145	20	156
35	67	0	25	105	28	105
36	60	1	60	0	70	1
37	67	0	60	0	72	0
38	67	0	14	244	15	244
39	60	1	19	154	21	155
40	60	1	32	81	34	82
41	7	51	39	28	35	79
42	55	2	13	254	13	256
43	47	3	28	93	33	96
44	44	4	60	0	66	4
45	47	3	60	0	67	3

BUILDING PERMITS REPORTED (Units)
CITY OF CHICAGO COMMUNITY AREAS (Continued)

Community Area Number	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
46	36	6	60	0	63	6
47	67	0	60	0	72	0
48	39	5	60	0	64	5
49	14	29	60	0	50	29
50	60	1	60	0	70	1
51	47	3	18	168	19	171
52	9	43	55	4	41	47
53	17	20	43	18	44	38
54	67	0	60	0	72	0
55	29	7	43	18	52	25
56	3	78	42	23	30	101
57	25	10	37	36	42	46
58	23	11	57	3	55	14
59	67	0	60	0	72	0
60	6	59	27	94	22	153
61	67	0	60	0	72	0
62	17	20	36	38	38	58
63	47	3	60	0	67	3
64	13	30	31	84	26	114
65	11	31	60	0	48	31
66	55	2	54	6	61	8
67	29	7	49	12	53	19
68	39	5	15	237	16	242
69	39	5	24	116	25	121
70	11	31	43	18	39	49
71	29	7	11	304	11	311
72	10	32	57	3	47	35
73	29	7	53	7	55	14
74	2	82	46	17	31	99
75	26	9	60	0	60	9
76	15	28	51	8	46	36
TOTAL		1,387		16,723		18,110

* City of Chicago Department of Inspectional Services combines data for Community Areas 3 and 77.

SOURCE: City of Chicago - Department of Inspectional Services.

BUILDING PERMITS REPORTED (UNITS)
JANUARY 1980 - SEPTEMBER 1985
SELECTED CHICAGO SUBURBS*

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Addison	42	318	50	141	47	459
Algonquin	8	884	99	29	18	913
Alsip	50	252	58	114	57	366
Arlington Heights	9	870	2	1,231	5	2,101
Aurora	3	1,533	10	604	4	2,137
Barrington	130	25	53	129	96	154
Barrington Hills	95	100	137	0	106	100
Bartlett	34	441	52	132	34	573
Batavia	47	294	35	227	39	521
Bedford Park	175	1	137	0	177	1
Bellwood	166	4	137	0	171	4
Bensenville	112	59	100	26	114	85
Berkeley	157	9	137	0	164	9
Berwyn	146	13	103	24	141	37
Bloomingdale	53	243	85	54	65	297
Blue Island	150	12	128	5	154	17
Bolingbrook	25	492	94	36	38	528
Bridgeview	97	96	71	68	94	164
Broadview	172	2	137	0	175	2
Brookfield	122	32	88	47	116	79
Buffalo Grove	6	1,117	3	900	6	2,017
Burbank	75	141	78	60	84	201
Burr Ridge	28	481	137	0	43	481
Calumet City	65	181	20	358	37	539
Carol Stream	7	1,039	11	600	8	1,639
Carpentersville	164	6	130	4	162	10
Cary	46	297	137	0	65	297
Chesterton, IN	109	61	137	0	129	61
Chicago Heights	154	10	120	8	152	18
Chicago Ridge	144	14	77	64	118	78
Cicero	166	4	137	0	171	4
Clare[illegible]ls	93	101	62	93	86	194
Country [illegible] Hills	71	152	78	60	78	212
Crest H[illegible]	136	18	71	68	113	86
Crestwood	110	60	46	150	79	210
Crete	81	129	110	20	97	149
Crown Point, IN	67	170	66	90	70	260
Crystal Lake	37	375	14	441	22	816
Darien	36	401	46	150	36	551
Deerfield	60	201	55	125	63	326
Des Plaines	96	99	25	286	54	385
Dolton	145	13	137	0	159	13
Downers Grove	12	760	98	31	23	791
Dyer, IN	60	201	120	8	81	209
East Chicago, IN	139	16	105	23	140	39
Elgin	18	629	18	381	16	1,010
Elk Grove Village	10	807	8	716	9	1,523
Elmhurst	89	106	68	80	89	186
Elmwood Park	146	13	71	68	115	81
Evanston	131	24	44	168	87	192

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Evergreen Park	117	43	120	8	132	51
Flossmoor	103	72	137	0	124	72
Forest Park	172	2	100	26	144	28
Frankfort	86	112	130	4	103	116
Franklin Park	151	11	94	36	134	47
Gary, IN	84	118	114	16	100	134
Geneva	49	258	124	6	69	264
Glen Ellyn	57	219	30	254	44	473
Glencoe	136	18	113	17	143	35
Glendale Heights	23	507	34	228	26	735
Glenview	45	300	43	185	42	485
Glenwood	160	7	137	0	167	7
Grayslake	113	58	27	274	62	332
Green Oaks	82	119	137	0	101	119
Griffith, IN	100	79	97	32	104	111
Gurnee	39	354	16	407	25	761
Hammond, IN	82	119	54	128	74	247
Hanover Park	16	644	86	49	29	693
Harvey	166	4	137	0	171	4
Harwood Heights	140	15	119	11	147	26
Hazel Crest	165	5	137	0	170	5
Hickory Hills	101	77	135	2	116	79
Highland, IN	114	56	33	230	68	286
Highland Park	53	243	21	321	35	564
Highwood	123	31	90	40	126	71
Hillside	172	2	137	0	175	2
Hinsdale	74	146	59	104	72	250
Hobart, IN	102	74	137	0	123	74
Hoffman Estates	13	739	26	279	15	1,018
Homewood	91	102	78	60	95	162
Indian Head Park	93	101	89	44	99	145
Inverness	32	449	137	0	50	449
Itasca	135	20	108	21	139	41
Joliet	69	157	38	200	59	357
La Grange	103	72	105	23	109	95
La Grange Park	151	11	137	0	161	11
Lake Bluff	64	187	128	5	87	192
Lake Station, IN	91	102	137	0	105	102
Lake Zurich	29	468	133	3	45	471
Lansing	66	179	82	58	75	237
Libertyville	41	329	56	122	49	451
Lincolnshire	77	137	117	12	97	149
Lincolnwood	140	15	137	0	156	15
Lindenhurst	59	206	137	0	83	206
Lisle	15	681	23	292	17	973
Lockport	127	28	120	8	142	36
Lombard	55	231	5	832	13	1,063
Lowell, IN	68	169	137	0	93	169
Lynwood	87	107	75	67	91	174
Lyons	157	9	76	66	122	75

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Markham	118	42	137	0	137	42
Matteson	63	192	78	60	71	252
Maywood	171	3	124	6	164	9
McHenry	38	374	15	409	24	783
Melrose Park	140	15	137	0	156	15
Merrillville, IN	44	304	92	39	60	343
Midlothian	73	150	103	24	91	174
Mokena	106	71	124	6	121	77
Montgomery	175	1	100	26	145	27
Morton Grove	110	60	135	2	128	62
Mt. Prospect	75	142	32	241	55	383
Mundelein	33	447	110	20	46	467
Munster, IN	80	133	57	117	72	250
Naperville	1	5,487	1	3,919	1	9,406
New Lenox	50	252	67	83	61	335
Niles	116	44	84	55	107	99
Norridge	125	30	71	68	108	98
North Aurora	103	72	137	0	124	72
North Chicago	125	30	87	48	118	78
North Riverside	160	7	137	0	167	7
Northbrook	19	622	28	266	20	888
Northfield	118	42	133	3	136	45
Northlake	160	7	68	80	112	87
Oak Brook	24	498	137	0	41	498
Oak Forest	43	314	59	104	53	418
Oak Lawn	58	210	31	247	48	457
Oak Park	127	28	29	259	67	287
Olympia Fields	121	36	114	16	131	52
Orland Park	4	1,424	9	715	3	2,139
Palatine	40	332	13	535	21	867
Palos Heights	85	117	62	93	79	210
Palos Hills	70	156	48	149	64	305
Park Forest	166	4	137	0	171	4
Park Ridge	77	137	61	100	75	237
Posen	129	27	137	0	145	27
Prospect Heights	17	638	83	56	28	694
Richton Park	108	66	117	12	118	78
River Forest	175	1	110	20	150	21
River Grove	151	11	124	6	154	17
Riverdale	175	1	137	0	177	1
Riverside	144	14	130	4	152	18
Robbins	175	1	137	0	177	1
Rolling Meadows	30	463	45	166	32	629
Romeoville	154	10	137	0	162	10
Roselle	22	526	12	537	13	1,063
Rosemont	160	7	137	0	167	7
Round Lake Beach	26	491	51	133	33	624
St. Charles	35	433	37	211	31	644
Sauk Village	115	46	137	0	135	46
Schaumburg	2	1,886	4	868	2	2,754

BUILDING PERMITS REPORTED
SELECTED CHICAGO SUBURBS* (Continued)

Municipality	Rank	Single Units	Rank	Multi-Units	Rank	Total Units
Schererville, IN	20	586	49	143	27	729
Schiller Park	146	13	137	0	159	13
Shorewood	60	201	137	0	84	201
Skokie	107	67	108	21	111	88
South Holland	98	94	137	0	110	94
Steger	140	15	137	0	156	15
Stickney	154	10	90	40	133	50
Summit	166	4	107	22	147	26
Tinley Park	11	779	17	395	12	1,174
University Park	157	9	137	0	164	9
Vernon Hills	56	223	24	290	40	513
Villa Park	138	17	93	38	130	55
Warrenville	27	487	41	192	30	679
Waukegan	71	152	36	212	58	364
West Chicago	131	24	40	194	77	218
Westchester	52	250	42	189	51	439
Western Springs	133	23	137	0	149	23
Westmont	14	703	39	198	19	901
Wheaton	5	1,277	19	364	7	1,641
Wheeling	21	550	7	736	10	1,236
Wilmette	118	42	137	0	137	42
Winfield	48	280	64	92	56	372
Winnetka	134	21	137	0	150	21
Winthrop Harbor	90	103	114	16	101	119
Wood Dale	79	136	70	72	82	208
Woodridge	31	461	6	746	11	1,207
Woodstock	99	89	65	91	90	180
Worth	123	31	96	35	127	66
Zion	87	107	22	313	52	420

* Suburbs reported by Survey of Building 1980 - 1985.

SOURCE: Bell Federal Savings and Loan Association - Survey of Building.

1989 POPULATION PROJECTIONS WITH 1984 COMPARISONS

(Metropolitan Statistical Areas With Population 1,000,000 or More)

Rank	M.S.A.*	1989 Population	1984 Population	% Change
1	New York, NY	8,526,200	8,391,100	+ 1.6
2	Los Angeles - Long Beach, CA	8,379,600	7,908,900	+ 6.0
3	CHICAGO, IL	6,033,600	6,056,900	- 0.4
4	Philadelphia, PA	4,824,000	4,770,000	+ 1.1
5	Detroit, MI	4,312,900	4,359,400	- 1.1
6	Boston - Lawrence - Salem - Lowell - Brockton, MA**	3,697,100	3,678,400	+ 0.5
7	Washington, DC	3,615,100	3,425,900	+ 5.5
8	Houston, TX	3,529,000	3,176,800	+ 11.1
9	Nassau - Suffolk, NY	2,774,300	2,686,300	+ 3.3
10	Atlanta, GA	2,663,600	2,392,800	+ 11.3
11	Dallas, TX	2,547,000	2,238,400	+ 13.8
12	St. Louis, MO	2,416,900	2,398,900	+ 0.8
13	San Diego, CA	2,336,700	2,085,300	+ 12.1
14	Baltimore, MD	2,330,900	2,265,400	+ 2.9
15	Minneapolis - St. Paul, MN	2,303,300	2,218,000	+ 3.8
16	Anaheim - Santa Ana, CA	2,292,800	2,103,600	+ 9.0
17	Pittsburgh, PA	2,127,100	2,175,000	- 2.2
18	Riverside - San Bernardino, CA	2,111,900	1,825,400	+ 15.7
19	Tampa - St. Petersburg - Clearwater, FL	2,074,300	1,837,400	+ 12.9
20	Oakland, CA	1,995,500	1,875,800	+ 6.4
21	Phoenix, AZ	1,981,300	1,736,000	+ 14.1
22	Miami - Hialeah, FL	1,904,600	1,755,900	+ 8.5
23	Newark, NJ	1,858,700	1,868,400	- 0.5
24	Cleveland, OH	1,914,200	1,859,100	- 2.4
25	Denver, CO	1,807,500	1,608,600	+ 12.4
26	Seattle, WA	1,799,800	1,699,900	+ 5.9
27	San Francisco, CA	1,571,800	1,526,300	+ 3.0
28	Kansas City, MO - KS	1,512,100	1,473,100	+ 2.6
29	San Jose, CA	1,470,700	1,377,500	+ 6.8
30	New Orleans, LA	1,425,200	1,337,900	+ 6.5
31	Cincinnati, OH	1,404,400	1,403,500	+ 0.1
32	Sacramento, CA	1,398,300	1,242,400	+ 12.5
33	Milwaukee, WI	1,381,300	1,390,900	- 0.7
34	Norfolk - Virginia Beach - Newport News, VA	1,340,800	1,260,900	+ 6.3
35	Fort Worth - Arlington, TX	1,324,800	1,141,000	+ 16.1
36	San Antonio, TX	1,320,300	1,190,700	+ 10.9
37	Columbus, OH	1,316,600	1,281,200	+ 2.8
38	Fort Lauderdale - Hollywood - Pompano Beach, FL	1,275,100	1,142,000	+ 11.7
39	Bergen - Passaic, NJ	1,269,500	1,281,100	- 0.9
40	Indianapolis, IN	1,232,700	1,198,700	+ 2.8
41	Portland, OR	1,174,800	1,140,600	+ 3.0
42	Salt Lake City - Ogden, UT	1,163,400	1,032,700	+ 12.7
43	Charlotte - Gastonia - Rock Hill, NC - SC	1,094,500	1,031,600	+ 6.1
44	Oklahoma City, OK	1,093,600	971,800	+ 12.5
45	Hartford - New Britain - Middletown - Bristol, CT**	1,070,300	1,060,700	+ 0.9
46	Rochester, NY	1,027,500	998,200	+ 2.9
47	Monmouth - Ocean, NJ	1,018,500	932,200	+ 9.3

* 1983 - OMB revised definitions.
** Sales Management definitions.

Sources: United States Office of Management and Budget; Sales Management - 1985 Survey of Buying Power Estimates.

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME METROPOLITAN STATISTICAL AREAS WITH POPULATIONS OF 1,000,000 OR MORE

Rank	M.S.A.	Median Household Effective Buying Income
1	Nassau - Suffolk, NY	$ 41,279
2	San Jose, CA	37,776
3	Bergen - Passaic, NJ	36,140
4	Washington, DC - MD - VA	36,002
5	Anaheim - Santa Ana, CA	35,901
6	Newark, NJ	$ 33,741
7	Hartford - New Britain - Middletown - Bristol, CT*	33,599
8	Minneapolis - St. Paul, MN - WI	32,698
9	Oakland, CA	32,005
10	Boston - Lawrence - Salem - Lowell - Brockton, MA*	31,626
11	San Francisco, CA	$ 31,439
12	Houston, TX	31,012
13	CHICAGO, IL	30,695
14	Seattle, WA	30,639
15	Denver, CO	29,984
16	Kansas City, MO - KS	$ 29,826
17	Dallas, TX	29,821
18	Fort Worth - Arlington, TX	29,720
19	Detroit, MI	29,170
20	Milwaukee, WI	29,020
21	Atlanta, GA	$ 28,610
22	St. Louis, MO - IL	28,404
23	Philadelphia, PA - NJ	28,146
24	Los Angeles - Long Beach, CA	27,897
25	Indianapolis, IN	27,154
26	San Diego, CA	$ 27,128
27	Baltimore, MD	26,967
28	Cleveland, OH	26,917
29	Cincinnati, OH - IN - KY	26,864
30	Portland, OR	26,264
31	Pittsburgh, PA	$ 25,779
32	Sacramento, CA	25,768
32	Salt Lake City - Ogden, UT	25,768
34	Norfolk - Virginia Beach - Newport News, VA	25,496
35	Riverside - San Bernardino, CA	25,442
36	Fort Lauderdale - Hollywood - Pompano Beach, FL	$ 25,411
37	Columbus, OH	25,405
38	Charlotte - Gastonia - Rock Hill, NC - SC	25,356
39	Phoenix, AZ	25,153
40	San Antonio, TX	24,521
41	New York, NY	$ 24,354
42	New Orleans, LA	24,041
43	Miami - Hialeah, FL	23,179
44	Tampa - St. Petersburg - Clearwater, FL	21,561

* Sales and Marketing Management definition.

SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

METEOROLOGICAL DATA FOR A TYPICAL
CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

Months	TEMPERATURE				Daily Avg. Temp.	Avg. Wind Speed (M.P.H.)
	Highs		Lows			
	Avg.	Rec.	Avg.	Rec.		
January	29.2	61	13.6	-27	21.4	11.6
February	33.9	71	18.1	-17	26.0	11.4
March	44.3	87	27.6	- 8	36.0	11.8
April	58.8	91	38.8	7	48.8	12.1
May	70.0	93	48.1	24	59.0	10.5
June	79.4	99	57.7	36	68.6	9.1
July	83.3	102	62.7	40	73.0	8.1
August	82.1	99	61.7	41	71.9	8.1
September	75.5	99	53.9	28	64.7	8.8
October	64.1	91	42.9	17	53.5	9.9
November	48.2	78	31.4	1	39.8	10.9
December	35.0	71	20.3	-25	27.6	11.0
Total Year	58.7	102	39.7	-27	49.2	10.3

* Chicago's Official Weather Station Effective January 17, 1980.

T - Trace (Less than 0.01 inch).

SOURCE: United States Department of Commerce: Local Climatological Data.

METEOROLOGICAL DATA FOR A TYPICAL CHICAGO YEAR

Normals, Means and Extremes

(O'Hare International Airport*)

PRECIPITATION		WEATHER CONDITIONS					
Water Equivalent (In.)	Snowfall (In.)	Clear Days	Partly Cloudy Days	Cloudy Days	Precip-itation Days	90° Days	Below 0 Days
1.60	11.1	7	6	18	11	0	7
1.31	7.8	6	6	15	10	0	3
2.59	7.6	5	9	17	13	0	0
3.66	2.1	6	8	16	13	0	0
3.15	0.1	7	10	14	11	1	0
4.08	0.0	7	11	12	10	3	0
3.63	0.0	9	13	9	10	6	0
3.53	0.0	9	12	10	9	5	0
3.35	T	9	10	11	10	2	0
2.28	0.3	9	9	13	9	0	0
2.06	2.1	6	6	18	10	0	0
2.10	9.2	6	6	19	12	0	3
33.34	40.3	86	106	173	128	17	13

NUMBER OF RETAIL ESTABLISHMENTS BY DESIGNATED CLASSIFICATION FOR NICA* COMMUNITIES - 1982

(25,000 or more population)

LOCATION	Number of Establishments	Total Establishments With Payroll	General Merchandise	Food	Apparel	Furniture & Radio	Automotive & Filling Stations
CHICAGO	17,450	12,154	206	1,539	1,369	718	1,154
Addison	237	167	3	16	10	12	25
Arlington Heights	472	337	4	31	30	38	48
Aurora	688	554	15	51	99	44	75
Berwyn	326	243	7	31	15	17	32
Bolingbrook	129	72	2	10	5	5	10
Burbank	114	85	1	10	1	7	14
Calumet City	322	254	6	27	52	9	27
Chicago Heights	267	209	3	22	11	14	45
Cicero	393	244	6	34	9	11	38
Des Plaines	442	319	2	30	18	16	58
Downers Grove	348	260	3	28	26	30	39
Elgin	481	331	6	25	20	28	64
Elk Grove Village	190	135	1	17	8	8	22
Elmhurst	327	231	0	19	22	8	41
Evanston	545	411	8	45	45	43	39
Glenview	271	183	0	16	20	14	27
Hanover Park	129	95	2	12	14	7	13
Harvey	156	117	1	11	2	2	32
Highland Park	305	234	3	22	33	19	37

Hoffman Estates	179	111	2	25	13	6	16
Joliet	728	584	11	47	84	49	86
Lansing	198	143	2	14	16	8	27
Lombard	416	339	6	29	61	41	39
Maywood	92	64	1	10	0	1	19
Mount Prospect	395	294	7	35	53	27	28
Naperville	357	261	1	26	31	27	29
Niles	349	278	7	27	43	24	22
North Chicago	94	70	0	5	1	0	15
Northbrook	414	321	6	42	80	34	21
Oak Forest	108	74	0	11	1	6	12
Oak Lawn	401	302	7	30	30	27	56
Oak Park	380	279	5	31	35	20	37
Palatine	257	169	3	21	19	13	17
Park Forest	101	63	2	9	9	2	5
Park Ridge	252	177	1	15	20	17	23
Schaumburg	556	455	7	43	104	53	42
Skokie	620	443	7	46	81	38	48
Tinley Park	172	129	2	19	16	7	18
Waukegan	577	464	11	39	81	39	57
Wheaton	247	163	1	17	27	10	20
Wilmette	277	193	2	15	25	27	23

* Northeastern Illinois Counties Area formerly Chicago SMSA.

SOURCES: U.S. Census - 1980;
U.S. Census of Retail Trade - 1982.

ESTIMATED GROSS RETAIL SALES (EXCEPT FOOD) BY DESIGNATED CLASSIFICATION FOR NICA* SUBURBAN COMMUNITIES - 1984

(25,000 or more population)

LOCATION	Total Sales (Except Food) (000)	General Merchandise (000)	Eating & Drinking Places (000)	Apparel (000)	Furniture & Radio (000)	Automotive & Filling Stations (000)
Addison	$ 323,238	$ 51,676	$ 21,134	$ 5,432	$ 5,179	$ 46,502
Arlington Heights	671,974	68,428	56,716	31,054	33,925	202,910
Aurora	686,294	141,807	65,082	60,369	39,005	190,897
Berwyn	241,116	29,140	36,959	19,365	9,260	85,900
Bolingbrook	102,968	21,467	14,281	9,089	1,226	33,312
Burbank	139,144	7,804	22,756	1,563	26,882	15,921
Calumet City	383,694	148,107	52,375	65,018	4,365	52,5[illegible]1
Chicago Heights	299,193	24,549	30,413	2,959	3,155	152,072
Cicero	202,235	7,338	30,466	6,756	11,809	72,879
Des Plaines	661,534	42,738	63,042	14,760	10,638	228,897
Downers Grove	612,839	70,436	41,175	41,665	39,151	245,648
Elgin	451,077	46,899	36,652	11,158	12,624	175,365
Elk Grove Village	688,876	28,241	34,630	1,181	7,360	150,422
Elmhurst	497,256	10,953	35,691	13,715	9,658	222,237
Evanston	343,167	35,072	39,479	16,554	26,344	113,415
Glenview	200,643	5,076	32,660	11,961	4,285	84,427
Hanover Park	93,791	31,470	15,236	2,372	3,376	8,641
Harvey	183,240	4,945	23,467	666	2,400	93,142
Highland Park	362,335	20,336	20,112	24,410	14,576	190,145
Hoffman Estates	136,848	23,175	24,306	14,058	9,110	21,198

RETAIL SALES -- YEAR 1984

COOK COUNTY COMPARED WITH NICA TOTAL

Business Classification	Sales ($000's) Cook County	Balance of NICA	Total NICA
Total Retail Sales	$27,151,272	$11,507,927	$38,659,199
% of Total NICA	70.2%	29.8%	100.0%
All Food Stores	$ 4,920,870	$ 1,799,381	$ 6,720,251
% of Total NICA	73.2%	26.8%	100.0%
Supermarkets	$ 4,488,508	$ 1,701,915	$ 6,190,423
% of Total NICA	72.5%	27.5%	100.0%
Eating & Drinking Places	$ 2,775,050	$ 888,015	$ 3,663,065
% of Total NICA	75.8%	24.2%	100.0%
All General Merchandise Stores	$ 3,254,948	$ 1,315,962	$ 4,570,910
% of Total NICA	71.2%	28.8%	100.0%
Department Stores	$ 2,933,310	$ 1,130,850	$ 4,064,160
% of Total NICA	72.2%	27.8%	100.0%
Apparel & Accessory Stores	$ 2,129,828	$ 618,438	$ 2,748,266
% of Total NICA	77.5%	22.5%	100.0%

(Continued on Page 78)

RETAIL SALES -- YEAR 1984

NICA COMPARED WITH ILLINOIS TOTAL

Business Classification	Sales ($000's) NICA	Balance of State	Total Illinois
Total Retail Sales	$38,659,199	$20,212,868	$58,872,067
% of Total State	65.7%	34.3%	100.0%
All Food Stores	$ 6,720,251	$ 4,118,677	$10,838,928
% of Total State	62.0%	38.0%	100.0%
Supermarkets	$ 6,190,423	$ 3,898,437	$10,088,860
% of Total State	61.4%	38.6%	100.0%
Eating & Drinking Places	$ 3,663,065	$ 1,721,775	$ 5,384,840
% of Total State	68.0%	32.0%	100.0%
All General Merchandise Stores	$ 4,570,910	$ 2,552,457	$ 7,123,367
% of Total State	64.2%	35.8%	100.0%
Department Stores	$ 4,064,160	$ 2,069,270	$ 6,133,430
% of Total State	66.3%	33.7%	100.0%
Apparel & Accessory Stores	$ 2,748,266	$ 893,831	$ 3,642,097
% of Total State	75.5%	24.5%	100.0%

(Continued on Page 79)

RETAIL SALES -- YEAR 1984

COOK COUNTY COMPARED WITH NICA TOTAL

(Continued)

Business Classification	Sales ($000's) Cook County	Balance of NICA	Total NICA
All Furniture/Home Furnishings/Appliance Stores	$ 1,489,546	$ 456,753	$1,946,299
% of Total NICA	76.5%	23.5%	100.0%
Furniture & Home Furnishings Only	$ 814,498	$ 244,661	$1,059,159
% of Total NICA	76.9%	23.1%	100.0%
Automotive Dealers	$ 4,841,126	$2,784,355	$7,625,481
% of Total NICA	63.5%	36.5%	100.0%
Gasoline Service Stations	$ 1,850,603	$ 978,626	$2,829,229
% of Total NICA	65.4%	34.6%	100.0%
Building Materials & Hardware Dealers	$ 978,315	$ 568,587	$1,546,902
% of Total NICA	63.2%	36.8%	100.0%
Drug Stores	$1,390,851	$ 490,024	$1,880,875
% of Total NICA	73.9%	26.1%	100.0%
All Other	$3,520,135	$1,607,786	$5,127,921
% of Total NICA	68.6%	31.4%	100.0%

SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

RETAIL SALES -- YEAR 1984

NICA COMPARED WITH ILLINOIS TOTAL

(Continued)

Business Classification	Sales ($000's) NICA	Balance of State	Total Illinois
All Furniture/Home Furnishings/Appliance Stores	$ 1,946,299	$ 822,272	$ 2,768,571
% of Total State	70.3%	29.7%	100.0%
Furniture & Home Furnishings Only	$ 1,059,159	$ 437,798	$ 1,496,957
% of Total State	70.8%	29.2%	100.0%
Automotive Dealers	$ 7,625,481	$4,521,746	$12,147,227
% of Total State	62.8%	37.2%	100.0%
Gasoline Service Stations	$ 2,829,229	$1,882,088	$ 4,711,317
% of Total State	60.1%	39.9%	100.0%
Building Materials & Hardware Dealers	$ 1,546,902	$1,201,933	$ 2,748,835
% of Total State	56.3%	43.7%	100.0%
Drug Stores	$ 1,880,875	$ 716,015	$ 2,596,890
% of Total State	72.4%	27.6%	100.0%
All Other	$ 5,127,921	$1,782,074	$ 6,909,995
% of Total State	74.2%	25.8%	100.0%

SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

Again in 1984, among the Nation's

TOP TWO MARKETS

Chicago Rates First in . . . . . .

. . . Income per household

. . . Total Retail Sales per household

. . . Food Store Sales per household

. . . General Merchandise Store Sales per household

. . . Department Store Sales per household

. . . Drug Store Sales per household

. . . Building Material/Hardware Store Sales per household

. . . Automotive Dealer Sales per household

. . . Gasoline Service Station Sales per household

	New York*	Chicago**
Population	9,227,200	7,176,600
Households	3,624,000	2,575,300
Effective Buying Income		
Total (000)	$112,774,372	$89,300,660
Per Household	$ 31,119	$ 34,676
Retail Sales		
Total Retail Sales (000)	$ 45,261,818	$38,659,199
Per Household	$ 12,489	$ 15,012
Food Stores (000)	$ 9,131,030	$ 6,720,251
Per Household	$ 2,520	$ 2,610
General Merchandise Stores (000)	$ 5,123,650	$ 4,570,910
Per Household	$ 1,414	$ 1,775
Department Stores (000)	$ 4,234,513	$ 4,064,160
Per Household	$ 1,168	$ 1,578
Drug Stores (000)	$ 1,573,232	$ 1,880,875
Per Household	$ 434	$ 730
Building Material/Hardware Stores (000)	$ 1,483,644	$ 1,546,902
Per Household	$ 409	$ 601
Automotive Dealer Sales (000)	$ 5,859,824	$ 7,625,481
Per Household	$ 1,617	$ 2,961
Gasoline Service Station Sales (000)	$ 2,099,695	$ 2,829,229
Per Household	$ 579	$ 1,099

* New York PMSA and Bergen County, NJ (formerly New York SMSA).

** Northeastern Illinois Counties Area.

SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

$6,720,?51,000 SPENT IN FOOD STORES

in the Northeastern Illinois Counties Area

means that

MORE DOLLARS ARE SPENT IN

FOOD STORES ALONE

in the NICA*

than are spent

in ALL RETAIL STORES

in the MSA's of

	Total Retail Sales**
Hartford - New Britain - Middletown - Bristol, CT	$ 6,720,220,000
Norfolk - Virginia Beach - Newport News, VA	$ 6,475,831,000
San Antonio, TX	$ 6,431,839,000
Charlotte - Gastonia - Rock Hill, NC - SC	$ 6,117,975,000
Bridgeport - Stamford - Norwalk - Danbury, CT	$ 5,873,912,000
Middlesex - Somerset - Hunterdon, NJ	$ 5,808,892,000
Orlando, FL	$ 5,665,310,000
Monmouth - Ocean, NJ	$ 5,515,153,000
Memphis, TN - AK	$ 5,514,767,000
Louisville, KY - IN	$ 5,324,260,000

--- and in all but 40 of the 316 metropolitan markets for which Sales Management estimated sales for 1984.

* Northeastern Illinois Counties Area formerly Chicago SMSA.

** "Total Retail Sales" includes money spent for new and used automobiles - - - for gasoline - - - for lumber and building supplies, and for everything else you might think of.

SOURCE: Sales Management - 1985 Survey of Buying Power Estimates.

CONSUMER PRICE INDEXES FOR ALL URBAN CONSUMERS

FOR "FOOD AT HOME" AND FOR "ALL ITEMS"

--CHICAGO* AND U.S. CITY AVERAGE, COMPARED--

Selected Months, and Yearly Averages,
1960-1965-1970-1975-1980-1981-1982-1983-1984-1985

(1967 = 100.0)

	March	June	Sept.	Dec.	Year Average
FOOD AT HOME					
Chicago					
1960	87.0	90.1	89.5	90.4	89.0
1965	92.7	96.3	95.5	96.9	94.7
1970	114.7	115.1	114.2	113.3	114.4
1975	173.4	172.6	176.6	181.4	175.9
1980	247.5	249.9	260.7	265.6	253.5
1981	269.7	268.1	268.9	267.8	268.6
1982	271.8	278.2	272.7	270.6	273.4
1983	272.5	271.0	270.2	269.7	270.9
1984	281.1	277.2	277.9	277.2	278.7
1985	283.1	281.3	282.2		
U.S. City Average					
1960	87.9	90.2	89.9	91.0	89.6
1965	93.5	96.9	96.2	97.0	95.5
1970	113.4	114.0	114.2	113.4	113.7
1975	171.4	174.9	178.2	180.9	175.8
1980	243.6	248.0	258.9	263.9	251.5
1981	268.6	268.7	273.2	271.7	269.9
1982	277.1	282.6	280.6	277.8	279.2
1983	281.9	283.0	282.5	283.0	282.2
1984	293.1	291.4	293.4	293.2	292.6
1985	298.4	296.0	295.6		
ALL ITEMS					
Chicago					
1960	90.2	90.8	91.0	91.2	90.7
1965	93.9	95.0	95.1	95.8	94.7
1970	114.3	115.8	117.8	119.2	116.3
1975	155.6	156.5	159.6	161.3	157.6
1980	235.5	248.2	250.1	260.3	245.5
1981	259.7	269.1	276.9	273.9	269.0
1982	276.4	291.8	294.0	293.1	287.4
1983	293.7	298.6	303.0	301.5	297.4
1984	305.4	309.8	315.1	314.0	310.1
1985	317.4	324.1	326.3		
U.S. City Average					
1960	88.0	88.7	88.8	89.3	88.7
1965	93.7	94.7	94.8	95.4	94.5
1970	114.5	116.3	117.5	119.1	116.3
1975	157.8	160.6	163.6	166.3	161.2
1980	239.8	247.6	251.7	258.4	246.8
1981	265.1	271.3	279.3	281.5	272.4
1982	283.1	290.6	293.3	292.4	289.1
1983	293.4	298.1	301.8	303.5	298.4
1984	307.3	310.7	314.5	315.5	311.1
1985	318.8	322.3	324.5		

* Northeastern Illinois Counties Area;
Gary-Hammond, IN PMSA.

SOURCE: U.S. Department of Labor -
Bureau of Labor Statistics.

FOOD TAKES LESS OF THE FAMILY'S BUDGET

THE U.S. DEPARTMENT OF LABOR COUNTED FOOD AT ONE-THIRD OF THE CITY WORKER'S COST OF LIVING IN 1950. BY 1984, THE DEPARTMENT PUT THE PORTION REQUIRED FOR FOOD AT 18.7%, AND THIS, IN SPITE OF CHANGES AND REFINEMENTS IN THE PROCESSING AND PACKING OF MANY ITEMS.

Here's the record of the relative importance of major groups used by the Department of Labor in measuring cost of living . . . at the dates of major weight revisions:

Relative Importance of Major Groups of the Consumer Price Index for all Urban Consumers, U.S. City Average, at Dates of Major Weight Revisions:

Group	1935-39	December 1952	December 1963	December 1977
All items	100.0	a-100.0	100.0	100.0
Food and Beverages	35.4	29.6	22.4	b- 18.8
Housing	c- 33.7	a- 32.5	33.2	43.9
Apparel and Upkeep	d- 11.0	9.2	e- 10.6	5.8
Transportation	8.2	11.3	13.9	18.0
Medical Care	4.0	5.1	5.7	5.0
Entertainment	-	-	-	4.1
Other Goods and Services	2.4	5.0	5.1	4.4

a. Including home purchase, previously excluded from index coverage.
b. Including beverages, previously excluded from index coverage.
c. Including radios, transferred to reading and recreation as of January, 1950.
d. Including laundry and dry cleaning, transferred to housing as of December, 1952.
e. Including dry cleaning and one-half the weight of laundry service included in housing in December, 1952.

Note: The Bureau of Labor Statistics reported, however, that the relative importance of the "Food" group, as of December, 1984 was 18.71% . . . comprised of the following:

Food and Beverages			19.80%
Food			18.71%
Food at home		12.58%	
Cereals & bakery products	1.71%		
Meats, poultry, fish & eggs	3.97%		
Dairy products	1.64%		
Fruits & vegetables	1.92%		
Fats & oils	.37%		
Sugar & sweets	.48%		
Non-alcoholic beverages	1.36%		
Other prepared foods	1.13%		
Food away from home		6.13%	
Alcoholic Beverages			1.09%

Note: Individual percentages may not equal total due to standard rounding procedure.

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

Joliet	$ 673,742	$110,267	$ 65,515	$ 37,689	$16,400	$243,631
Lansing	148,174	20,877	14,816	2,862	4,496	47,842
Lombard	581,185	136,867	43,862	65,930	36,905	121,164
Maywood	69,866	1,345	10,109	267	587	33,935
Mount Prospect	425,526	100,191	43,2 3	46,027	18,555	86,685
Naperville	410,254	51,481	51,582	25,701	18,607	107,571
Niles	574,568	114,176	47,176	32,099	53,169	100,154
North Chicago	62,109	1,008	17,061	453	205	9,878
Northbrook	442,463	46,235	38,209	110,720	39,500	84,940
Oak Forest	82,986	1,397	14,053	0	1,872	34,114
Oak Lawn	554,715	84,000	50,916	26,802	21,601	250,969
Oak Park	239,456	20,493	25,017	22,264	16,904	89,988
Palatine	192,642	20,138	31,417	4,972	13,947	35,075
Park Forest	60,230	33,265	5,046	657	161	6,249
Park Ridge	227,835	4,772	12,149	7,280	4,278	154,135
Schaumburg	1,372,596	228,258	105,939	128,783	86,090	485,559
Skokie	735,487	168,400	57,056	96,163	39,474	168,839
Tinley Park	152,402	32,335	13,250	11,521	3,535	54,353
Waukegan	556,470	98,387	53,635	33,657	25,397	193,450
Wheaton	179,636	6,007	8,809	10,612	12,500	84,504
Wilmette	172,915	39,727	12,225	16,541	10,450	43,283

* Northeastern Illinois Counties Area formerly Chicago SMSA.

SOURCES: U.S. Census - 1980;
State of Illinois Department of Revenue.

AVERAGE ANNUAL PRODUCERS PRICE INDEXES
FOR "ALL COMMODITIES" AND FOR GROUPINGS OF PROCESSED FOODS
--SELECTED PERIODS SINCE 1950--
(1967 = 100.0)

YEAR	All Commodities	PROCESSED FOODS					
		Cereal & Bakery Prod.	Meats, Poultry & Fish	Dairy Products	Processed Fruits & Vegetables	Sugar and Confectionery	Beverages & Beverage Materials
1950	81.8	71.6	97.7	68.9	86.6	75.3	78.4
1955	87.8	84.1	81.6	77.1	91.5	85.2	93.1
1960	94.9	88.1	93.1	86.1	92.8	90.1	92.8
1965	96.6	93.1	96.2	89.0	95.2	96.5	99.2
1970	110.4	107.7	115.8	111.2	110.6	115.8	113.0
1975	174.9	178.0	191.0	155.8	169.8	254.3	162.4
1976	183.0	172.1	181.6	168.5	170.2	190.9	173.5
1977	194.2	173.4	182.0	173.4	187.4	177.4	201.0
1978	209.3	190.3	217.1	188.4	202.6	197.8	200.0
1979	235.6	210.3	242.0	211.2	221.9	214.7	210.7
1980	268.8	236.0	243.1	230.6	228.7	322.5	233.0
1981	293.4	255.5	246.2	245.6	261.2	275.9	248.0
1982	299.3	253.8	257.6	248.9	274.5	269.7	256.9
1983	303.1	261.0	249.0	250.6	277.4	292.8	263.6
1984	310.3	270.5	254.4	251.7	294.3	301.2	273.1
1985 (Nine Months)	308.6	278.6	246.0	250.6	298.6	292.9	276.4
1985 by Months							
January	309.5	276.6	256.6	255.3	296.6	293.5	275.9
February	309.1	277.7	255.6	254.0	296.6	291.1	277.5
March	308.6	277.8	249.8	253.3	300.0	292.5	277.1
April	309.3	278.9	244.8	251.5	298.6	293.4	276.9
May	309.8	278.0	244.0	250.0	298.2	294.4	276.9
June	309.5	278.7	239.9	249.4	300.7	294.7	274.4
July	309.0	279.2	245.9	248.0	299.1	293.9	276.4
August	307.2	279.9	240.9	247.5	301.0	292.2	275.6
September	305.8	280.4	236.5	246.2	296.4	290.6	276.7

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics (nine months for 1985 are our computations.)

WHAT HAPPENED TO PRICES IN CHICAGO

IN THE LAST 10 YEARS? . . . LAST 5 YEARS? . . . LAST YEAR?

Product or Service Group	Consumer Price Indexes For All Urban Consumers September of Each Year 1975	1980	1984	1985	Percent Increase In Past 10 Yrs.	5 Yrs.	Year
All Items	159.6	250.1	315.1	326.3	104.4%	30.5%	3.6%
* Food	175.9	264.6	288.9	294.8	67.6%	11.4%	2.0%
Housing	157.3	260.1	356.2	374.4	138.0%	43.9%	5.1%
Apparel and Upkeep	139.2	160.9	175.2	179.0	28.6%	11.2%	2.2%
** Transportation	156.9	256.9	307.1	312.3	99.0%	21.6%	1.7%
Medical Care	174.2	277.4	385.2	409.8	135.2%	47.7%	6.4%

* Food Breakdown

Food at home	176.6	260.7	277.9	282.2	59.8%	8.2%	1.5%
Cereals & Bakery Prod.	182.3	256.7	297.3	315.4	73.0%	22.9%	6.1%
Meats, Poultry, Fish	190.1	266.1	267.7	269.3	41.7%	1.2%	0.6%
Dairy Products	148.4	224.9	240.4	243.1	63.8%	8.1%	1.1%
Fruits and Vegetables	166.0	255.8	294.8	288.8	74.0%	12.9%	-2.0%
Other Foods at home	179.9	312.5	333.2	341.2	89.7%	9.2%	2.4%
Foods away from home	173.3	276.0	315.7	325.4	87.8%	17.9%	3.1%

** Transportation Breakdown

Private Transportation	155.6	258.2	298.9	303.4	95.0%	17.5%	1.5%
Public Transportation	165.4	239.8	388.8	400.9	142.4%	67.2%	3.1%

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES

Northeastern Illinois Counties Area	
Municipality	Zip Code
Abbott Park	60064
Addison	60101
Alden	60001
Algonquin	60102
Algonquin Shores	60102
Alsip	60658
Andres	60468
Antioch	60002
Aptakisic	60069
Arbury Hills	60448
Argo	60501
Argonne	60439
Arlington Heights	60004
	60005
	60006
Aurora	60504
	60505
	60506
	60507
Bannockburn	60015
Barrington	60010
Barrington Hills	60010
Bartlett	60103
Batavia	60510
Bedford Park	60501
	60638
Beecher	60401
Bellwood	60104
Bensenville	60106
Berkeley	60163
Berwyn	60402
Big Foot Prairie	60033
Big Rock	60511
Biltmore	60010
Bloomingdale	60108
Blue Island	60406
Bolingbrook	60439
Braidwood	60408
Bridgeview	60455
Broadview	60153
Brookfield	60513
Buffalo Grove	60089
Bull Valley	60014
	60050
	60098
Burbank	60459
Burlington	60109
Burnham	60633
Burr Ridge	60521
Burton Bridge	60014
	60050
Calumet City	60409
Calumet Park	60643
Carol Stream	60188
Carpentersville	60110
Cary	60013
Channahon	60410
Channel Lake	60002
Chemung	60033
Chicago Heights	60411
Chicago Ridge	60415
Cicero	60650
Clarendon Hills	60514
Cloverdale	60103

Northeastern Illinois Counties Area	
Municipality	Zip Code
Country Club Hills	60477
Countryside	60525
Crest Hill	60435
Crestwood	60445
Crete	60417
Crooked Lake	60046
Crystal Lake	60014
Cuba	60010
Custer Park	60418
Darien	60559
Deep Lake	60046
Deer Park	60010
Deerfield	60015
Des Plaines	60016
	60017
	60018
Diamond Lake	60060
Dixmoor	60426
Dolton	60419
Downers Grove	60515
	60516
Downey	60064
East Chicago Hts.	60411
East Dundee	60118
East Hazelcrest	60429
Echo Lake	60047
Elburn	60119
Elgin	60120
Elk Grove Township	60007
Elk Grove Village	60007
Elmhurst	60126
Elmwood Park	60635
Elwood	60421
Eola	60519
Evanston	60201
	60202
	60204
Evergreen Park	60642
Expo Park	60192
Fairmont	60441
Flossmoor	60422
Forest Lake	60047
Forest Park	60130
Forest View	60402
Forrestal Village	60088
Fort Sheridan	60037
Fox Lake	60020
Fox Lake Hills	60020
	60046
Fox River Grove	60021
Fox Rvr. Vly. Grdns.	60010
Frankfort	60423
Franklin Park	60131
Gages Lake	60030
Geneva	60134
Gilberts	60136
Gilmer	60060
Glen Ellyn	60137
	60138
Glencoe	60022
Glendale Heights	60139
Glenview	60025
Glenview Nvl Air Stn	60026
Glenwood	60425

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES (Continued)

Northeastern Illinois Counties Area	
Municipality	Zip Code
Godley	60407
Golf	60029
Goodenow	60401
Grandwood Park	60031
Grass Lake	60002
Grayslake	60030
Great Lakes	60088
Green Oaks	60048
Gurnee	60031
Hainesville	60030
Half Day	60069
Halsey Village	60088
Hampshire	60140
Hanover Park	60103
Harvard	60033
Harvey	60426
Harwood Heights	60630
	60634
	60656
Hawthorn Farm	60048
Hawthorn Woods	60047
Hazel Crest	60429
Hebron	60034
Hickory Hills	60457
Highland Park	60035
Highwood	60040
Hillside	60162
Hines	60141
Hinsdale	60521
Hodgkins	60525
Hoffman Estates	60172
	60192
	60194
	60195
	60196
Holbrook	60411
Holiday Hills	60050
Hometown	60456
Homewood	60430
Hubbard Woods	60093
Huntley	60142
Indian Creek	60061
Indian Head Park	60525
Ingleside	60041
Inverness	60067
Island Lake	60042
Itasca	60143
Ivanhoe (Cook)	60627
Ivanhoe (Lake)	60060
Johnsburg	60050
Joliet	60431
	60432
	60433
	60434
	60435
	60436
Justice	60458
Kaneville	60144
Keeneyville	60172
Kenilworth	60043
Kildeer	60047
La Fox	60147
La Grange	60525
La Grange Highlands	60525
La Grange Park	60525

Northeastern Illinois Counties Area	
Municipality	Zip Code
Lake Barrington	60010
Lake Bluff	60044
Lake Bluff Junction	60044
Lake Catherine	60002
Lake Forest	60045
Lake-in-the-Hills	60102
Lake Marie	60002
Lake Villa	60046
Lake Zurich	60047
Lakemoor	60050
Lakewood	60014
Lansing	60438
Lawrence	60033
Lemont	60439
Libertyville	60048
Lily Lake	60151
Lincoln Fields	60417
Lincolnshire	60015
	60069
Lincolnwood	60645
	60646
	60659
Lindenhurst	60046
Lisle	60532
Lockport	60441
Lombard	60148
Long Grove	60047
Long Lake	60041
Loon Lake	60002
Lynwood	60411
Lyons	60534
Manhattan	60442
Maple Park	60151
Marengo	60152
Markham	60426
Marley	60451
Matteson	60443
Maywood	60153
McCook	60525
McCullom Lake	60050
McGaw Park	60085
McHenry	60050
McHenry Shores	60050
Medinah	60157
Melrose Park	60160
	60161
Merrionette Park	60655
Mettawa	60045
Midlothian	60445
Millburn	60046
Minooka	60447
Mokena	60448
Monee	60449
Montgomery	60538
Mooseheart	60539
Moraine Valley	60455
Morton Grove	60053
Mt. Prospect	60056
Mundelein	60060
Naperville	60540
	60565
	60566
New Lenox	60451
Niles	60648
Nimitz Village	60088

CHICAGO-GARY-LAKE COUNTY SUBURBAN CMSA ZIP CODES (Continued)

Northeastern Illinois Counties Area	
Municipality	Zip Code
Norridge	60634
	60656
North Antioch	60002
North Aurora	60542
North Barrington	60010
North Chicago	60064
North Riverside	60546
Northbrook	60062
Northfield	60093
Northlake	60164
Oak Brook	60521
Oak Forest	60452
Oak Lawn	60453
	60454
Oak Park	60301
	60302
	60303
	60304
Oakbrook Terrace	60181
Oakwood Hills	60013
Old Mill Creek	60002
Olympia Fields	60461
Ontarioville	60103
Orland Park	60462
Otto Mall	60411
Palatine	60067
	60074
	60078
Palos Heights	60463
Palos Hills	60465
Palos Park	60464
Park City	60085
Park Forest	60466
Park Ridge	60068
Peotone	60468
Petite Lake	60002
Phoenix	60426
Pingree Grove	60140
Pistakee	60050
Pistakee Heights	60050
Pistakee Highlands	60050
Plainfield	60544
Plato Center	60170
Posen	60469
Prairie Grove	60014
Prairie View	60069
Prospect Heights	60070
Ravinia	60035
Richardson	60151
Richmond	60071
Richton Park	60471
Ridgefield	60014
	60098
Ringwood	60072
River Forest	60305
River Grove	60171
Riverdale	60627
Riverside	60546
Riverwoods	60015
Robbins	60472
Rockdale	60436
Rolling Meadows	60008
Romeoville	60441
Rondout	60048
Rosecrans	60002

Northeastern Illinois Counties Area	
Municipality	Zip Code
Roselle	60172
Rosemont	60018
Round Lake	60073
Round Lake Beach	60073
Round Lake Heights	60073
Round Lake Park	60073
Russell	60075
St. Charles	60174
Sauk Village	60411
Schaumburg	60172
	60193
	60194
	60195
	60196
Schiller Park	60176
Shorewood	60435
	60436
Silver Lake	60013
Skokie	60076
	60077
	60203
Sleepy Hollow	60118
Solon Mills	60080
South Barrington	60010
	60195
South Chicago Hts.	60411
South Elgin	60177
South Holland	60473
South Park	60505
	60538
Spring Grove	60081
Steger	60475
Stickney	60402
Stone Park	60165
Streamwood	60103
Sugar Grove	60554
Summit	60501
Sunnyside	60050
Sylvan Lake	60060
Symerton	60481
Techny	60082
Third Lake	60046
Thornton	60476
Timber Lake	60010
Tinley Park	60477
Tower Lakes	60010
Udina	60120
Union	60180
University Park	60466
Valley View	60174
Venetian Village	60046
Vernon Hills	60061
Villa Park	60181
Virgil	60182
Volo	60041
Wadsworth	60083
Warrenville	60555
Wasco	60183
Wauconda	60084
Waukegan	60079
	60085
	60087
Wayne	60184
Wentworth Avenue	60409
West Chicago	60185

Northeastern Illinois Counties Area

Municipality	Zip Code
West Dundee	60118
Westchester	60153
Western Springs	60558
Westhaven	60477
Westmont	60559
Wheaton	60187
	60189
Wheeling	60090
Wildwood	60030
Willow Springs	60480
Willowbrook	60514
	60521
Wilmette	60091
Wilmington	60481
Wilson	60085
Wilton Center	60481
Winfield	60190
Winnetka	60093
Winthrop Harbor	60096
Wireton	60406
Wonder Lake	60097
Wood Dale	60191
Woodfield Mall	60195
Woodridge	60517
Woodstock	60098
Wooster Lake	60041
Worth	60482
York Center	60148
Yorkfield	60126
Zion	60099

Non NICA-Illinois

Boulder Hill	60538
Braceville	60407
Bristol	60512
Carbon Hill	60416
Coal City	60416
Diamond	60416
East Brooklyn	60424
	60474
Eileen	60416
Gardner	60424
Kinsman	60437
Lisbon	60541
Mazon	60444
Millbrook	60536
Millington	60537
Morris	60450
Newark	60541
Oswego	60543
Plano	60545
Plattville	60560
South Wilmington	60474
Verona	60479
Yorkville	60560

Gary-Hammond PMSA

Beverly Shores	46301
Boone Grove	46302
Burns Harbor	46304
Cedar Lake	46303
Chesterton	46304
Chicago Avenue	46312
Crown Point	46307

Gary-Hammond PMSA

Municipality	Zip Code
Dune Acres	46304
Dyer	46311
East Cedar Lake	46303
East Chicago	46312
Gary	46401
	46402
	46403
	46404
	46406
	46407
	46408
	46409
Griffith	46319
Hammond	46320
	46323
	46324
	46325
	46326
	46327
Harbor	46312
Hebron	46341
Highland	46322
Hobart	46342
Kouts	46347
Lake Dalecarlia	46356
Lk. of the Four Sns.	46307
Lake Station	46405
LeRoy	46355
Lowell	46356
Merrillville	46410
Munster	46321
New Chicago	46342
New Elliot	46319
Ogden Dunes	46368
Portage	46368
Porter	46304
St. John	46373
Schererville	46375
Schneider	46376
Shelby	46377
South Haven	46383
Town of Pines	46360
Valparaiso	46383
Wheeler	46393
Whiting	46394

Kenosha PMSA

Bassett	53101
Benet Lake	53102
Bristol	53104
Camp Lake	53109
Kenosha	53140
	53141
	53142
New Munster	53152
Paddock Lake	53168
Pleasant Prairie	53158
Powers Lake	53159
Salem	53168
Silver Lake	53170
Somers	53171
Trevor	53179
Twin Lakes	53181
Wilmot	53192
Woodworth	53194

CHICAGO ADI -
ILLINOIS NON CHICAGO-GARY-LAKE COUNTY CMSA ZIP CODES

Municipality	Zip Code	Municipality	Zip Code
Ancona	61311	Leonore	61332
Aroma Park	60910	Long Point	61333
Blackstone	61313	Lostant	61334
Bonfield	60913	Malta	60150
Bourbonnais	60914	Manteno	60950
Bradley	60915	Manville	61339
Buckingham	60917	Marseilles	61341
Cabery	60919	Mendota	61342
Campus	60920	Momence	60954
Cedar Point	61316	Naplate	61350
Chatsworth	60921	North Utica	61373
Chebanse	60922	Odell	60460
Clare	60111	Oglesby	61348
Cornell	61319	Ottawa	61350
Cortland	60112	Pembroke	60944
Cullom	60929		60964
Dalzell	61320	Peru	61354
Dana	61321	Pontiac	61764
DeKalb	60115	Ransom	60470
Dwight	60420	Reddick	60961
Earlville	60518	Rutland	61358
Emington	60934	St. Anne	60964
Esmond	60129	Sandwich	60548
Essex	60935	Saunemin	61769
Fairbury	61739	Seneca	61360
Flanagan	61740	Serena	60549
Forrest	61741	Shabbona	60550
Genoa	60135	Sheridan	60551
Grand Ridge	61325	Somonauk	60552
Grant Park	60940	South Streator	61364
Graymont	61743	Southtowne Mall	61350
Herscher	60941	Strawn	61775
Hinckley	60520	Streator	61364
Hopkins Park	60944	Sycamore	60178
Irwin	60901	Tonica	61370
Kangley	61364	Triumph	61371
Kankakee	60901	Troy Grove	61372
Kingston	60145	Union Hill	60969
Kirkland	60146	Utica	61373
La Salle	61301	Waterman	60556
Lee	60530	Wedron	60557
Leland	60531	Wichert	60965

CHICAGO ADI - INDIANA NON
CHICAGO-GARY-LAKE COUNTY CMSA ZIP CODES

Municipality	Zip Code
Brook	47922
Collegeville	47978
DeMotte	46310
Fair Oaks	47943
Goodland	47948
Hanna	46340
Hudson Lake	46552
Karwick	46360
Kentland	47951
Kingsbury	46345
Kingsford Heights	46346
LaCrosse	46348
LaPorte	46350
Lake Village	46349
Long Beach	46360
Marquette Mall	46360
Michiana Shores	46360
Michigan City	46360
Mill Creek	46365
Morocco	47963
Mt. Ayr	47964
Otis	46367
Parr	47972
Pine Lake	46350
Pottawattomie Park	46360
Remington	47977
Rensselaer	47978
Rolling Prairie	46371
Roselawn	46372
Stillwell	46351
Sumava Resorts	46379
Tefft	46380
Thayer	46381
Trail Creek	46360
Union Mills	46382
Wanatah	46390
Westville	46391
Wheatfield	46392

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS

(Showing location, distance and direction from Chicago*, size, and major tenants)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Belvidere Mall 2107 W. Belvidere Road Waukegan, IL 60085	Lake, IL 35 N.	345,000	Montgomery Ward & Co.
Brementowne Mall 159th Street and Oak Park Avenue Tinley Park, IL 60477	Cook 21 S.W.	340,264	Gately's Peoples Dept. Store
Brickyard, The 6465 W. Diversey Avenue Chicago, IL 60635	Cook 10 N.W.	876,000	K-Mart J.C. Penney Co. Montgomery Ward & Co.
Calumet Centre Broadmoor and Calumet Aves. Munster, IN 46321	Lake, IN 24 S.E.	204,000	Montgomery Ward & Co.
Century Consumer Mall U.S. 30 and Indiana 53 Merrillville, IN 46410	Lake, IN 32 S.E.	376,423	Montgomery Ward & Co. Service Merchandise
Cermak Plaza Cermak Road and Harlem Avenue Berwyn, IL 60402	Cook 10 W.	327,000	Sears Roebuck & Co.
Chicago Ridge Mall 95th Street and Ridgeland Avenue Chicago Ridge, IL 60415	Cook 15 S.W.	686,046	MainStreet Sears Roebuck & Co.
Crystal Point Mall U.S. 14 and Main Street Crystal Lake, IL 60014	McHenry 46 N.W.	449,490	K-Mart Speiss, Joseph P.
Deerbrook Mall Lake-Cook and Waukegan Rds. Deerfield, IL 60015	Cook 22 N.	520,000	Service Merchandise Spiegel Outlet Venture, Inc.
Edens Plaza Lake Avenue and Skokie Boulevard Wilmette, IL 60091	Cook 17 N.	290,034	Carson Pirie Scott & Co.
Evergreen Plaza 95th Street and Western Avenue Evergreen Park, IL 60642	Cook 11 S.W.	1,129,910	Carson Pirie Scott & Co. Montgomery Ward & Co.
Ford City Shopping Center 7601 S. Cicero Avenue Chicago, IL 60652	Cook 10 S.W.	1,303,358	J.C. Penney Co. Montgomery Ward & Co. Venture, Inc. Wieboldt's
Fox Valley Center Illinois Highways 59 and 65 Aurora, IL 60505	DuPage 32 W.	1,500,000	J.C. Penney Co. Lord & Taylor MainStreet Marshall Field & Co. Sears Roebuck & Co.
Golf Mill Shopping Center Golf Road and Milwaukee Avenue Niles, IL 60648	Cook 16 N.W.	754,209	J.C. Penney Co. MainStreet Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Harlem-Irving Plaza 4104 N. Harlem Avenue Norridge, IL 60634	Cook 11 N.W.	647,000	Wieboldt's
Hawthorn Center Illinois Highways 21 and 60 Vernon Hills, IL 60061	Lake, IL 31 N.W.	1,100,000	Lord & Taylor Marshall Field & Co. Sears Roebuck & Co.
Hillside Mall Eisenhower Expressway and Wolf Road Hillside, IL 60162	Cook 14 W.	463,558	Carson Pirie Scott & Co. Zayre
Jefferson Square Shopping Center 2450 W. Jefferson Street Joliet, IL 60435	Will 38 S.W.	830,087	Montgomery Ward & Co. Wieboldt's
Lakehurst Shopping Center Illinois Highways 43 and 120 Waukegan, IL 60085	Lake, IL 36 N.	1,206,000	Carson Pirie Scott & Co. Globe, The J.C. Penney Co. Wieboldt's
Lincoln Mall U.S. 30 and Cicero Avenue Matteson, IL 60443	Cook 27 S.	1,320,965	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co. Wieboldt's
Lincoln Village Lincoln Avenue and McCormick Boulevard Chicago, IL 60659	Cook 9 N.	127,500	Wieboldt's
Louis Joliet Mall Interstate 55 and U.S. 30 Joliet, IL 60435	Will 36 S.W.	921,442	J.C. Penney Co. Marsnall Field & Co. P.A. Bergner Co. Sears Roebuck & Co.
Meadowdale Shopping Center Illinois Highway 25 and Lake Marion Road Carpentersville, IL 60110	Kane 38 N.W.	438,000	(Vacant)
North Riverside Park 7501 W. Cermak Road North Riverside, IL 60546	Cook 11 W.	1,077,073	Carson Pirie Scott & Co. J.C. Penney Co. Montgomery Ward & Co.
Northbrook Court Shopping Center Lake-Cook and Lee Roads Northbrook, IL 60062	Cook 21 N.	926,915	I. Magnin & Co. J.C. Penney Co. Lord & Taylor Neiman-Marcus
Northgate Shopping Center 900 A N. Lake Street Aurora, IL 60506	Kane 39 W.	485,000	P.A. Bergner Co. Sears Roebuck & Co.
Northland Mall Geneva and Schmale Roads Carol Stream, IL 60188	DuPage 26 W.	171,000	Sears Roebuck & Co.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Oakbrook Center Illinois Highway 83 and Cermak Road Oak Brook, IL 60521	DuPage 18 W.	1,600,000	Lord & Taylor Marshall Field & Co. Neiman-Marcus Sears Roebuck & Co.
Old Orchard Shopping Center Golf Road and Skokie Boulevard Skokie, IL 60077	Cook 14 N.	1,200,238	Lord & Taylor Marshall Field & Co. Montgomery Ward & Co. Saks Fifth Avenue
Orland Park Place 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	600,000	MainStreet Montgomery Ward & Co. Wieboldt's
Orland Square 151st Street and La Grange Road Orland Park, IL 60462	Cook 22 S.W.	1,200,000	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
Park Forest Plaza Lakewood Boulevard and Western Avenue Park Forest, IL 60466	Cook 28 S.	655,853	Marshall Field & Co. Sears Roebuck & Co.
Randhurst Rand (U.S. 12) and Elmhurst (IL 83) Roads Mt. Prospect, IL 60056	Cook 21 N.W.	1,200,000	Carson Pirie Scott & Co. Montgomery Ward & Co. Wieboldt's
River Oaks 159th Street and Torrence Avenue Calumet City, IL 60409	Cook 20 S.	1,200,875	Carson Pirie Scott & Co. J.C. Penney Co. Marshall Field & Co. Sears Roebuck & Co.
St. Charles Mall Illinois Highway 38 and Randall Road St. Charles, IL 60174	Kane 38 W.	400,000	K-Mart Speiss, Joseph P.
St. Charles Shopping Center Prairie Street and Randall Road St. Charles, IL 60174	Kane 38 W.	130,000	Montgomery Ward & Co.
Southlake Mall Interstate 65 and U.S. 30 Merrillville, IN 46410	Lake, IN 33 S.E.	1,121,080	Carson Pirie Scott & Co. J.C. Penney Co. L.S. Ayres & Co. Minas, Edward C. Sears Roebuck & Co.
Spring Hill Mall Illinois Highways 31 and 72 West Dundee, IL 60118	Kane 39 N.W.	924,627	J.C. Penney Co. Marshall Field & Co. P.A. Bergner Co. Sears Roebuck & Co. Speiss, Joseph P.

CHICAGO'S MAJOR REGIONAL SHOPPING CENTERS
(Showing location, distance and direction from Chicago*, size, and major tenants)
(continued)

NAME AND ADDRESS	County Distance (Miles) Direction	Size (Sq. Ft.)	Major Tenants
Stratford Square Gary Avenue and Schick Road Bloomingdale, IL 60108	DuPage 28 N.W.	1,400,000	Carson Pirie Scott & Co. MainStreet Marshall Field & Co. Montgomery Ward & Co. Wieboldt's
Village Shopping Center 35th and Grant Streets Gary, IN 46408	Lake, IN 28 S.E.	356,730	J.C. Penney Co.
Washington Square Mall Halsted Street and Ridge Road Homewood, IL 60430	Cook 22 S.	446,200	Service Merchandise
Water Tower Place 835 N. Michigan Avenue Chicago, IL 60611	Cook 1 N.	617,961	Lord & Taylor Marshall Field & Co.
Winston Park Plaza 9th, 14th and North Avenues Melrose Park, IL 60160	Cook 12 W.	500,000	(Vacant)
Woodfield Illinois Highways 53 and 58 Schaumburg, IL 60195	Cook 25 N.W.	2,300,000	J.C. Penney Co. Lord & Taylor Marshall Field & Co. Sears Roebuck & Co.
Woodmar 165th Street and Indianapolis Boulevard Hammond, IN 46320	Lake, IN 20 S.E.	245,780	Carson Pirie Scott & Co.
Yorktown Shopping Center Butterfield Road and Highland Avenue Lombard, IL 60148	DuPage 21 W.	1,273,459	Carson Pirie Scott & Co. J.C. Penney Co. Mongtomery Ward & Co. Wieboldt's

* State and Madison Streets.

Note: A major regional shopping center contains one or more major Chicago department store or contains greater than 400,000 square feet of gross leasable area.

Major Tenants are either department stores; discount/catalog stores or those stores with 100,000 or more gross leasable area.

SOURCE: "Directory of Shopping Centers in the United States". Vol. 26, Burlington, Iowa: National Research Bureau, Inc., 1985.

Section Three:

SELLING THE MARKET

HOW TO REACH YOUR PROSPECTS

FOOD AND TOILETRY PRODUCTS ON HAND

OWNERSHIP OF MAJOR HOUSEHOLD ITEMS

APPAREL AND FURNISHINGS BOUGHT IN PAST YEAR

CHICAGO'S NEWSPAPERS SHARE OF TARGET PROSPECTS

PRE-SOLD GROCERY AND HOUSEHOLD PRODUCTS

COMPARISON OF CHANGES IN FOOD PRICES FOR THE UNITED STATES AND SELECTED AREAS
Consumer Price Indexes for All Urban Consumers for September, 1985
(1967 = 100.0)

Area	FOOD AT HOME					
	Total	Cereal & Bakery Prod.	Meats, Poultry, Fish & Eggs	Dairy Products	Fruits & Vegetables	Other Foods
United States City Average	294.0	317.6	259.9	256.8	313.6	362.9
Anchorage	267.2	277.2	233.6	247.7	263.6	337.0
Atlanta	300.8	303.3	234.7	288.9	343.0	392.9
Baltimore	293.9	326.7	254.8	251.9	345.6	353.5
Boston	281.0	312.5	267.2	236.3	303.3	320.3
Buffalo	295.6	290.4	267.7	256.2	322.4	364.5
Chicago	278.0	321.9	249.1	239.2	287.2	341.5
Cincinnati	315.5	390.6	266.4	260.1	330.5	396.3
Cleveland	301.3	325.2	281.0	252.0	312.3	364.3
Dallas	300.8	304.2	256.0	283.3	311.2	373.7
Denver	288.6	278.4	242.0	271.8	316.6	373.7
Detroit	282.0	327.9	254.9	244.2	274.8	353.1
Honolulu	333.5	310.0	313.0	297.3	356.4	403.3
Houston	307.4	314.2	267.6	291.0	306.6	382.2
Kansas City	284.9	303.5	251.9	270.5	308.2	333.1
Los Angeles - Long Beach	293.6	313.5	263.1	256.2	273.1	380.7
Milwaukee	290.5	344.0	272.7	255.8	282.4	331.7
Minneapolis	293.7	344.6	246.4	279.6	295.8	348.6
New York	302.2	322.9	262.1	268.9	336.8	378.8
Northeast Pennsylvania	290.4	292.4	266.6	235.3	340.9	348.6
Philadelphia	297.0	319.8	267.5	251.6	317.1	373.5
Pittsburgh	277.8	307.7	244.5	223.4	307.2	343.3
Portland, OR	294.2	320.7	268.2	232.8	307.9	284.5
St. Louis	297.0	352.8	239.4	276.6	348.1	361.7
San Diego	294.4	335.5	256.0	258.8	300.1	360.0
San Francisco	300.2	341.6	269.8	248.7	303.9	378.4
Seattle	280.5	302.5	241.7	241.9	250.1	382.9
Washington	314.2	314.1	276.0	242.4	357.9	410.6

SOURCE: U.S. Department of Labor - Bureau of Labor Statistics.

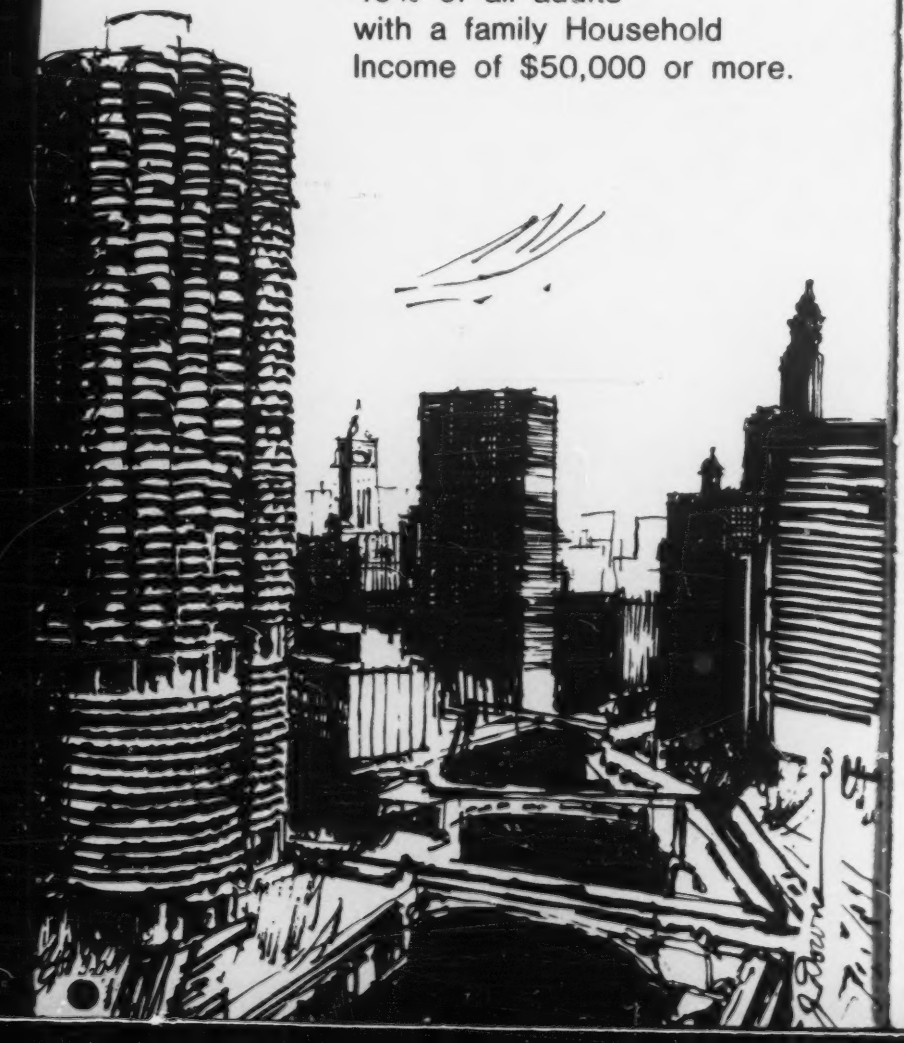
New NATIONAL INDEPENDENT study of Chicago Newspaper Readership shows:

The daily Sun-Times has a 48% share of Newspaper Readers in the Chicago ADI!

The Chicago Sun-Times—America's 6th largest daily metropolitan newspaper, with more than two million readers in total audience—delivers better than one-third of the Area of Dominant Influence (ADI) . . .

- Total Adults
- Total Men
- Adults Under 50
- Chief Wage Earners
- Working Women
- Adults with $35,000+ Annual H.H.I. and . . .

40% of all adults with a family Household Income of $50,000 or more.



Market Penetration

CHICAGO ADI

Percent of Total Adults
Who Are Product Users

80% or More

- Toilet Paper
- Laundry Detergent
- Bath Soap
- Dishwashing Detergent
- Paper Towels
- Catsup
- Facial Tissues
- Ready-to-Eat Cereal

60% to 80%

- Window or Glass Cleaner
- Packaged Spaghetti/ Macaroni/Noodles
- Margarine
- Plastic Trash Bags
- Cooking Oil
- Peanut Butter
- Ice Cream
- Regular Soda (Not Diet)
- Liquid Bleach
- Frankfurters
- Canned Vegetables
- Fabric Softener
- Potato Chips
- Plastic Kitchen Wrap
- Bacon
- Frozen Vegetables
- Saltine Crackers
- Syrup
- Packaged Cookies

40% to 60%

- Canned Fruit Cocktail
- Butter
- All Purpose Liquid Cleaner
- Regular Coffee (Not Instant)
- Spaghetti Sauce
- Pudding
- Packaged Luncheon Meat
- Frozen Orange Juice
- Canned Pork and Beans
- Hot Cereal
- Liquid Fruit Drink
- Chilled Orange Juice
- Cake Mix
- Pork Sausage

Less than 40%

- Diet Soda
- Pizza
- Instant Coffee
- Whipped Topping
- Canned Ham
- Candy Bars
- Smoked Sausage
- Floor Wax
- Automatic Dishwasher Detergent
- Frozen Seafood
- Box Candy
- Packaged Fruit Drink Mix
- Dog Food
- Canned Chili
- Frozen TV Dinners
- Pre Washes
- Cat Food
- Frozen Pies and Cakes
- Canned Beef Hash
- Disposable Diapers
- Canned Chinese Food

Total Adults - Chicago ADI - 6,025,000

SOURCE: SMRB Chicago: January - August, 1985.

Market Penetration

NORTHEASTERN ILLINOIS COUNTIES AREA

Adults In Households Owning:	Number of Adults	% of Total Adults in NICA
Refrigerator	4,616,000	91%
Color Television	4,610,000	91%
Automatic Washing Machine	3,366,000	66%
Gas Range	3,302,000	65%
Black & White Television	2,781,000	55%
Power Lawn Mower	2,458,000	48%
Stereo Component Equipment	2,216,000	44%
Gas Clothes Dryer	2,046,000	40%
Microwave Oven	1,949,000	38%
Stereo (Console or Compact)	1,553,000	31%
Video Recorder	1,504,000	30%
Automatic Dishwasher	1,491,000	29%
Portable Cassette	1,400,000	28%
Room Air Conditioner	1,323,000	26%
Electric Range	1,258,000	25%
Electric Clothes Dryer	1,252,000	25%
Snow Blower	1,240,000	24%
Personal Computer	586,000	12%
Total Adults - NICA	5,090,000	

SOURCE: SMRB Chicago: January - August, 1985.

Market Penetration

NORTHEASTERN ILLINOIS COUNTIES AREA

Men or Women Purchasing Clothing in Past 12 Months	Number of Men or Women	% of Total Men or Women in NICA
Shoes/Boots, Women's	1,992,000	75%
Blouses	1,942,000	73%
Slacks, Women's	1,806,000	68%
Shoes/Boots, Men's	1,655,000	68%
Dress Shirts, Men's	1,568,000	65%
Casual Slacks, Men's	1,460,000	60%
Sport Shirts, Men's	1,410,000	58%
Dress Slacks, Men's	1,311,000	54%
Handbags	1,425,000	53%
Sweaters, Women's	1,391,000	52%
Daytime Dresses	1,216,000	46%
Sweaters, Men's	1,102,000	46%
Coats, Women's	1,101,000	41%
Suits, Men's	970,000	40%
Skirts, Women's	1,037,000	39%
Suits, Women's	882,000	33%
Blazers, Men's	721,000	30%
Coats, Men's	679,000	28%
Evening Dresses	733,000	27%

Total Men - NICA	2,417,000
Total Women - NICA	2,672,000

SOURCE: SMRB Chicago: January - August, 1985.

CHICAGO'S NEWSPAPERS SHARE OF TARGET PROSPECTS

TOTAL ADULTS

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	2,045,300	2,216,200	3,560,400
Reader Share	48%	52%	

Combined, both newspapers deliver 59% of Chicago ADI adults.

ADULTS 18-49

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,382,100	1,429,800	2,308,700
Reader Share	49%	51%	

Combined, both newspapers deliver 58% of Chicago ADI adults 18-49.

ADULTS 25-54

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,208,700	1,256,600	2,046,900
Reader Share	49%	51%	

Combined, both newspapers deliver 58% of Chicago ADI adults 25-54.

TOTAL MEN

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,053,700	1,135,200	1,818,900
Reader Share	48%	52%	

Combined, both newspapers deliver 64% of Chicago ADI adult males.

MEN 25-54

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	635,400	605,900	1,039,300
Reader Share	51%	49%	

Combined, both newspapers deliver 61% of Chicago ADI men 25-54.

CHICAGO'S NEWSPAPERS SHARE OF TARGET PROSPECTS

WOMEN

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	991,500	1,081,000	1,741,500
Reader Share	48%	52%	

Combined, both newspapers deliver 55% of Chicago ADI women.

WOMEN 18-49

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	641,300	691,900	1,088,300
Reader Share	48%	52%	

Combined, both newspapers deliver 53% of Chicago ADI women 18-49.

EMPLOYED ADULTS

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,309,100	1,456,700	2,280,900
Reader Share	47%	53%	

Combined, both newspapers deliver 63% of Chicago ADI employed adults.

WORKING WOMEN

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	508,400	575,300	902,300
Reader Share	47%	53%	

Combined, both newspapers deliver 60% of Chicago ADI working women.

WOMEN EARNING $15,000 OR MORE

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	331,600	409,000	593,900
Reader Share	45%	55%	

Combined, both newspapers deliver 66% of women earning $15,000 or more.

CHICAGO'S NEWSPAPERS SHARE OF TARGET PROSPECTS

CHIEF WAGE EARNERS

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,085,600	1,115,900	1,848,300
Reader Share	49%	51%	

Combined, both newspapers deliver 60% of Chicago ADI chief wage earners.

PRINCIPAL FOOD SHOPPERS

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	1,259,600	1,331,100	2,189,700
Reader Share	49%	51%	

Combined, both newspapers deliver 58% of Chicago ADI principal food shoppers.

ADULTS IN HOUSEHOLDS WITH CHILDREN

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	874,600	811,200	1,362,500
Reader Share	52%	48%	

Combined, both newspapers deliver 55% of adults in households with children.

ADULTS IN HOUSEHOLDS WITH $25,000-$49,999 ANNUAL INCOME

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	669,800	791,400	1,231,100
Reader Share	46%	54%	

Combined, both newspapers deliver 60% of adults in households with $25,000-$49,999 annual income.

ADULTS IN HOUSEHOLDS WITH $50,000+ ANNUAL INCOME

	Daily Sun-Times	Daily Tribune	Net Sun-Times/Tribune
	413,800	518,000	733,400
Reader Share	44%	56%	

Combined, both newspapers deliver 70% of adults in households with $50,000+ annual income.

SOURCE: SIMMONS-SCARBOROUGH, 1985.

THESE COMPANIES' PRODUCTS HAVE BEEN
PRE-SOLD TO CHICAGO'S PRIME PROSPECTS

Advertisers Using the Chicago Sun-Times
for Food & Household Supplies

Advil
Alaga Syrups
Alouette Cheese
Anorex CCK Diet
Apres Ice Cream
Archway Cookies
Armour Meat Products
Attends Disposable Briefs
Aunt Nellies Sandwich Sauce
B D Syringes
Backeez
Bahaman Diet
Bakers Coconut
Banquet Frozen Entrees
Barlow Knee Support, Inc.
Barnes Hind Soft Mate
Barrel O'Fun Potato Chips
Barrel O'Fun Products
Bausch & Lomb Eye Drops
Bayer Aspirin
Bayer Aspirin & Cosprin
Beatrice Foods Company
Beech Nut
Bertolli
- Bertolli Oil
- Bertolli Tomato Paste
- Bertolli Tomato Sauce

Betty Crocker
- Betty Crocker Fruit Roll
- Betty Crocker Potatoes
- Betty Crocker Stuffing Mix

Big Red
Bil Mar Farms Turkey Products
Birds Eye Frozen Vegetables
Blue Diamond Nuts
Bob Evans Farms Meat Products
Bodines Frozen Juices
Bonner
- Bonner Baking Raisins
- Bonner Dried Fruit

Borden
- Borden Cheese
- Borden Eagle Brand Condensed Milk
- Borden Lite Line Drink Mix

Brachs Candies
Breyers Ice Cream
Brownberry Stuffing
Budget Gourmet Frozen Entrees
Bushs Best Baked Beans
Buttermaid Bread
Butternut Bread
Calderon Products, Inc.
Call It Quits
Campbells
- Campbells Beans
- Campbells Soups

Canfields Beverages
- Canfields Diet Beverages
- Canfields Diet Cola

Carl Buddig Frozen Turkey Products
Charlotte Charles' Mustard
Chateau Frozen Dumplings
Chew On Gum
Chiffon Soft Margarine
Churny Feta Cheese
Citrus Industries Diet Pill
Coca-Cola
Coca-Cola Co. Beverages
Combos Snacks
Contadina Tomato Paste
County Line Cheese
Cracker Jack Cereal
Creamettes Macaroni Products
Cruex & Desenex Spray Powders
Crush & Hires Root Beer
Crystal Light Drink Mix
Datril
David Berg Meat Products
Dean Yogurt
Deans Ice Cream
Del Monte Products
Del Monte Tomato Sauce
Delicaseas Frozen Fish Products
Dermatone Camphor Ice
Diet Coke
Diet Pepsi
Diet Pepsi-Free
Diet Rite Cola
Diet RC 100
Diurex
Dole Fruits
Dolly Madison Cakes
Dormans Cheese
Dr. Pepper
Dressels Frozen Cakes
Dry Comfort Briefs
Dubuque Meat Products
Duncan Hines Cookies
Eagle River Juices
Early California Olives
Early Detector
Eckrich Meat Products
Edwards Meat Products
Electone, Inc. Hearing Aids
Encaprin
Eskimo Pie Ice Cream
Fat Burner Diet Tablets
Ferrero Candies
Fisher Nuts
Flanagan Sauerkraut
Fleischmann's Margarines
Folgers Instant
Franco-American Spaghetti
Freshlike Frozen Corn on Cob
Freshlike Vegetables
Garden of Eden Products
General Mills Products
General Nutrition Corp.
Gold Medal Flour
Gorton's Frozen Fish Products
Grandma's Cookies
Gravy Master
Green Giant Vegetables
Guido's Juicee
Hawaiian Punch
Heinz
Hellmans Mayonnaise
Hemoccult Home Test

THESE COMPANIES' PRODUCTS HAVE BEEN
PRE-SOLD TO CHICAGO'S PRIME PROSPECTS

Advertisers Using the Chicago Sun-Times
for Food & Household Supplies

Henri's Salad Dressing
Herb-Ox Bouillon
Herbal Nutritional Products
Herbal Seafood Marineade
Herbalife
Herpetrol
Hi-C Fruit Punch
High Liner Frozen Fish Products
Hills Bros. Coffees
Hillshire Farms Meat Products
Hinckley & Schmitt Water
Hires Root Beer
Hoffman House Tartar Sauce
Hollywood Candies
Holsum Peanut Butter
Home Pride Bread
Hormel
    Hormel Canned Meat Products
    Hormel Ham
    Hormel Meat Products
Hunts
    Hunts Manwich Sauce & Seasoning Mix
    Hunts Tomato Paste & Sauce
Hygrade Meat Products
I Can't Believe It's Not Butter
Ice-N-Creamy
Idahoan Potatoes
Imperial Margarine
Indian Trail Cranberries
Ipco Home Health Systems
Jello Gelatin
Jimi S Frozen Burrito
Joan of Arc Beans
Jolly Rancher Candies
Jones Meat Products
Juice Bowl Fruit Juices
Juicyful Drinks
Keebler Cookies
Kelloggs All Bran
Ken Davis Barbecue Sauce
Kikkoman Teriyaki Baste & Glaze
King Salmon Fish Products
Kneip Meat Products
Koops Mustard
Kraft
    Kraft Cheese
    Kraft Grated Cheese
    Kraft Products
    Kraft Salad Dressing
Krakus
    Krakus Ham
    Krakus Meat Products
Kuhlen Glacen Frozen Yogurt
La Preferida Products
La Rosa Macaroni Products
La Victoria Salsa
Lactaid
Land O' Lakes Butter
Lawry's Taco Shells
Lee Nutrition
Lender's Frozen Bagels
Libby's
    Libby's Canned Meat Products
    Libby's Fruits
Life Saver Candies
Light & Elegant Frozen Entrees
Light & Lean Gelatin Dessert
Light-N-Lively Yogurt
Like Cola
Lite Loaf Bread
Lloyd J. Harris Frozen Pies
Lu Cookies
Lucky Leaf Apple Juice & Apple Sauce
MacKenzie Salmon of Edinburgh
Mannan
    Mannan Trim
    Mannan Trim Diet Tablets
Mariani Dried Fruits
Maruchan Soup
Matthews Bread & English Muffins
Maxwell House Instant Coffee
Maypo & Wheatena
McCormick's
    McCormick's Lite Seasoning
    McCormick's Vanilla Extract
Milnot
Minute Maid Orange Juice
Miracle Whip Salad Dressing
Monojet Syringes
Monte Cristo Almonds
Motts Apple Sauce & Juices
Mountain High Yoghurt
Mr. Coffee Ground
Mr. T. Cereal
Mrs. Butterworth's Syrup
Mrs. Filberts Spread
Mrs. Paul's Frozen Fish Products
Mrs. Richardsons Topping
Mrs. Smith's Frozen Pies
Nabisco
    Nabisco Candies
    Nabisco Cookies
    Nabisco Shredded Wheat
National Dairy Board
Nature Made Vitamins
Nescafe Instant Decaffeinated Coffee
Nestle
    Nestle Candies
    Nestle Morsels
    Nestle Quick
No Yolks Macaroni Products
Norelco Thermometer
Num Zit
Nuprin
Nutrition Headquarters
Ocean Spray Apple Juice
Ocean Spray Juices
On Cor
    On Cor Frozen Entrees
    On Cor Meat Products
Ontario Rutabagas
Oodles of Noodles Soup
Open Pit Barbecue Sauce

THESE COMPANIES' PRODUCTS HAVE BEEN
PRE-SOLD TO CHICAGO'S PRIME PROSPECTS

Advertisers Using the Chicago Sun-Times
for Food & Household Supplies

Orchard Sun
Ovaltine
Pepsi
  Pepsi Cola
  Pepsico, Inc. Beverages
Perl Products
Peter Paul Cadbury Candies
Pfizer Pharmaceuticals
Philadelphia Cream Cheese
Pictsweet Frozen Vegetables
Pillsbury
  Pillsbury Cake Mix & Frosting
  Pillsbury Frozen Pizza
  Pillsbury Products
Pinch Seasoning Mixes
Pompeian Olive Oil
Popsicle
Post
  Post Fruit and Fibre
  Post Super Golden Crisp
Prince Macaroni Products
Progresso Soup
Puritans Pride Vitamins
Purity Spring Water
Quaker
  Quaker Granola Bars
  Quaker Oatmeal
  Quaker Products
Quicktrim II Diet Plan
Ragu
  Ragu Products
  Ragu Spaghetti Sauce
Ralston
  Ralston Cookie Crisp
  Ralston Smores Granola Bars
RC Cola
RDA Lite
Red Rose
Reddi Whip
Rhodes Frozen Bread Dough
Riopan Plus
Rolaids
Royal Crown Beverages
Royal Gelatin
Rykrisp Crackers
Saco Premium Choc Ohs
Sacramento Tomato Juice
Salerno
  Salerno Candies
  Salerno Cookies
Sara Lee
  Sara Lee Croissants
  Sara Lee Frozen Entrees
Scott Petersen Meat Products
Seven Up
Skinner Macaroni Products
Skippy Peanut Butter
Slim Jim Snacks
Solo Pastry & Pie Filling
Speas Farm Apple Juice
Sprite & Diet Sprite
State of Florida Department of Citrus
Stewarts Decaffeinated & Ground Coffee
Storck Candies
Sun Valley Olives
Sunkist Fruit Rolls
Sunny Delight Fruit Punch
Sunshine Cookies
Sunsweet Prunes
Super Friends Fruit Pops
Swanson Frozen Chicken Products
Swifts
  Swifts Frozen Turkey Products
  Swifts Meat Products
Swim Ear
Switzer Candies
Tab
Tango Mexican Food Products
Tetley
Thorn Apple Valley Meat Products
Three Diamonds Tuna Fish & Creamettes
Three Diamonds Tuna Creamettes
Tio Sancho
  Tio Sancho Frozen Dinners
  Tio Sancho Products
  Tio Sancho Taco Salad Makings
Today Hot Spiced Cider
Tranquility Pad
Treasure Isle Frozen Fish Products
Tree Fresh Juices
Tree Top Juices
Tropicana Orange Juice
Turano Bread
TV Time Popcorn
Uncle Ben's Rice
Unpetroleum Jelly
Van Camp Beans
Vie De France Frozen Croissants
Vienna Meat Products
Virginia Veal Farms
Vita Gold Frozen Juice
Vlasic Pickles
Welchs
  Welchs Frozen Grape Juice Bars
  Welchs Frozen Juices
  Welchs Orchard Juices
West Virginia Brand Ham
Wet Energy
Whitneys Yogurt
Wilson
  Wilson Ham
  Wilson Meat Products
Wisconsin Cheese
Wisconsin Dells Fudge
Wisconsin Milk Marketing Board
Wish Bone Salad Dressing
Wolf Maxi Mix Snack Pack
Wonder Bread
Wylers Drink Mix

Source: Media Records, Inc.

THREE MAJOR STUDIES SHOW SUN-TIMES WITH HALF OF MAJOR DAILY NEWSPAPER AUDIENCE!

Three studies that measured the audiences of Chicago's major metropolitan newspapers were released in 1985. These studies show that the Sun-Times delivers one-half or more of Chicago's major daily newspaper audiences.

These studies are:

Simmons-Scarborough 1985
MRI Chicago 1985
SMRB Chicago 1985

Those studies also show that the Sun-Times delivers one-half or more of the major daily audiences of the key demographic groups among purchasing consumers:

- Adults Age 25-54
- Adults with Children
- Chief Wage Earners
- Principal Food Shoppers
- Working Women

These are the major prospects for many of the products sold in food stores, department stores, and many other types of retail outlets.

For more information, call or write your local Sun-Times office or Market Information, 401 N. Wabash, Chicago, IL (60611) (312) 321-2770

Chicago Sun-Times

Chicago:
401 N. Wabash Avenue
Chicago 60611
Phone (312) 321-2300

New York:
1370 Avenue of the Americas
Suite 701
New York 10019
Phone (212) 664-1119

Detroit:
155 West Congress Street
Room 604
Detroit 48226
Phone (313) 965-6976

Atlanta:
Lenox Towers—Suite 939
3400 Peachtree Rd., N.E.
Atlanta 30326
Phone (404) 237-9559

Los Angeles:
Sawyer-Ferguson-Walker
5757 Wilshire Blvd.
Los Angeles 90039
Phone (213) 936-1069

San Francisco:
Sawyer-Ferguson-Walker
220 Bush St.
San Francisco 94104
Phone (415) 421-5707

Miami Beach:
17070 Collins Ave.
Suite 247
Miami Beach 33160
Phone (305) 944-4639

Chicago Sun-Times

NEWS GROUP CHICAGO, INC.